

VOGUE

INCORPORATING VANITY FAIR



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MORE TASTE THAN MONEY. SMART FASHIONS FOR LIMITED INCOMES • NOVEMBER 15, 1936 • PRICE 35 CENTS



TWICE FORTUNATE . . . SHE WHO SEEKS THE REFRESHMENT OF

Remember when you first dressed your beds in sheets of percale instead of muslin . . . how the change brought new luxury to every night's rest . . . how the lasting freshness of smooth percale meant new bedroom distinction, new graciousness to your guest . . . how you felt you'd taken another Step Up!

Then, when you first tried Cannon's percale sheets, you discovered that elegance need not mean extravagance. With longer experience and better facilities for handling cotton, Cannon achieves the finest of fine percales and gives you the wisest of wise buys in each price class. . . . If you don't know the quality

of the new Cannon sheets, examine them yourself today, and enjoy *the new percale sleep*—tonight and forever after.

TWO BEST-BUY PERCALE SHEETS: Cannon's "Finest Quality Percale," regularly selling at about \$2.50, the last word in sheet luxury . . . and Cannon's "Utility Percale," at about \$1.75, light but strong—a true percale sheet at a popular price. . . . Cannon Mills, Inc., New York City.

Percale
Sleep

CANNON PERCALE SHEETS

THE FIRST NAME IN TOWELS IS THE LAST WORD IN SHEETS

B. ALTMAN & CO.

FIFTH AVENUE

NEW YORK

formal accessories with the gleam of gold...

gold kid bags and shoes, very Edwardian.
Dull gold jewelry set with tremendous
plaques of stones, reminiscent of fifteenth
century Italy, and the jewels of the de Medicis.
Gilded head-dresses to crown your high-
swept Rekamier curls . . . a new golden age



gold kid evening bag with black
velvet gussets and a wide vel-
vet handle, **25.00**



black satin sandal piped with
a very fine piping of gold kid.
Criss-cross straps, **16.75**



the very new square box type
bag with frame top, and soft
base, in gold kid, **18.50**

gold wheat and petit fleurs
evening head-dress in Direc-
toire crown effect, **2.50**



black satin and gold kid com-
bined in an open toe and open
heel triple strap pump, **18.75**



sterling gilt jewelry set with
stones; aquamarine and soudé
emerald clip **65.00**
square ring **42.50**
crystal and chrysoprase ear-
rings **13.50**
bracelet **39.50**



accessories—main floor



Fromm *Pedigreed* Silver Fox studded with a thousand twinkling lights, enhancing the stark black of midnight caracul — Lanvin's latest contribution to the winter season. Rich contrast of gleaming black and glowing silver . . . an achievement possible only with Fromm *bright-with-silver* PEDIGREED Foxes. Fromm Bros., Inc., Hamburg, Wisconsin.

COURTESY JOSEPH HORNE CO., PITTSBURGH
DESIGNED BY LANVIN, PARIS



KNOW THE PEDIGREE OF THE SILVER FOX YOU BUY. This medallion is sealed to the nose of every genuine Fromm-Pedigreed Fox. To receive the free pedigree of the silver fox you purchase, mail the medallion to Fromm.

FROMM *Bright with Silver* **PEDIGREED FOXES**

© 1936 FROMM BROS., INC.
FEATURED BY FOREMOST DESIGNERS—SOLD BY THE FINEST STORES



prince of Persia. Midseason model in fine curl skins from Russia. The Shah's circling skirt and a slender waist under a wide, supple kidskin belt shaped like a polo player's. Super-Persian lamb for a winter when Persian is supreme, 595.00 New red velvet point cap wreathed with Persian lamb, 25.00 Fur Salon, Fourth Floor

ARTHUR O'NEILL

**BONWIT
TELLER**

FIFTH AVENUE AT FIFTY-SIXTH ST.



PERFUME
WITH THE CARESS
OF A SUMMER NIGHT

SHALIMAR
GUERLAIN

PARFUMEUR, PARIS

I. MAGNIN & CO.
CALIFORNIA — SEATTLE



The last dictates from Paris, made of
English Knob Woolen, Persian trim, \$125

SIR CHRISTOPHER

RHYTHM

ANTIQUE

GEORGIAN
COLONIAL

ROSE POINT

NORMANDIE

ROSE POINT COFFEE
SET . . . \$110.00

IN SMART CIRCLES . . .

It's Sterling Wallace Sterling. The smart world knows that one's silver service largely contributes to the success of entertaining. Coffee at any time of the day from this Wallace Sterling Silver service would just have to delight.

Wallace offers a brilliant array of sterling flatware designs, fashioned with traditional Wallace skill inevitably resulting in such triumphs as illustrated in our complete price list, 15 Leading Sterling Patterns. We'll gladly mail it. WALLACE *Silversmiths*, Wallingford, Conn.



Buy Sterling out of
income...NOW! Divided
payments if you desire.



"fete de nuit"

a festive sandal for brilliant evenings. Built on the famous Fenton last with geometric flame-like tongues mounting cross bands. Alternate red or green kid with gold; gold and silver kid; silver with black or white satin for dyeing. 18.50

A Fenton last original made exclusively for Saks Fifth Avenue by La Valle



"NIGHT-N-DAY" in *Celanese**

Left: Cleverly draped frock, with jeweled accents in Wollman's "Night-N-Day" of Celanese... a smooth broadcloth type weave with semi-visible rib. In Coronation blue, red, green and black. Sizes 12 to 20.

Upper right: Princess redingote frock with quilted-rope trim and underskirt of contrasting colors. Black with Coronation red or green or lemon... brown with Coronation lemon or green. Sizes 12 to 20.

Right: Patou shirring adds the newest touch to the swing skirt and belt of this "Night-N-Day" frock in Coronation red, blue paradise, St. James rose and amber gold. Sizes 12 to 20.

All three models priced under \$18



*Reg. U. S. Pat. Off.

THE ADDIS CO. SYRACUSE
L. L. BERGER, INC. BUFFALO
B. F. DEWEES PHILADELPHIA
GORTON CO. ELMIRA
HARZFELD'S, INC. KANSAS CITY

RICHARD HEALY COMPANY ALBANY
RICHARD HEALY COMPANY WORCESTER
HIMELHOCH BROS. & CO. DETROIT
FRANK R. JELLEFF, INC. WASHINGTON
THE LINDNER CO'Y CLEVELAND

CHAS. LIVINGSTON & SONS, INC. YOUNGSTOWN
E. T. SLATTERY CO. BOSTON
THE STERN & MANN CO. CANTON
THE UNION COMPANY COLUMBUS
THE YOUNG-QUINLAN CO. MINNEAPOLIS



JAECKEL

RUSSIAN ERMINE—THIS YEAR THE FUR OF ROYALTY WILL
BE THE FUR OF FASHION—WHO COULD RESIST A BEGUIL-
ING SECOND EMPIRE CAPE THAT FLAUNTS THREE HUN-
DRED AND SEVENTEEN ERMINE TAILS (\$295) OR THE REGAL
SLENDERNESS OF OUR PRINCESS COAT OF FINEST,
WHITEST RUSSIAN ERMINE—\$1500

546 FIFTH AVENUE, NEW YORK . . . 8660 SUNSET BLVD., LOS ANGELES

Four problems of the modern woman

VOGUE

Woven into the life of almost every modern wife are four motoring problems as inevitable as three-meals-a-day.

First, shopping. In today's streets, parking can be a nerve-racking experience. But it won't be if your car is a Packard 120. You can park a Packard 120 in spaces that look impossible. You can turn it around "on a dime." And you can do these things with less effort than you ever believed was possible!

Second, "jitneying" the youngsters to school. If you choose a car for this use alone, certainly *safety* would be uppermost in your mind. Give your children the sheltering safety of a Packard 120. With its Packard-built body and its Packard hydraulic brakes, it is one of the safest cars in America.



Third, social engagements. You'll be proud to drive a smart Packard 120 to your country club, your bridge luncheons, wherever your social responsibilities take you. For a Packard 120 is identified by the most honored name in motoring, and by the famous lines that keep it looking like a Packard year after year.

Fourth, all-around economy. Call at your Packard showroom, and learn how astonishingly economical the Packard 120 is to operate.

The Packard Hour, with debonair Fred Astaire, every Tuesday night at 9:30, E. S. T., N. B. C. Red Network, Coast-to-Coast.

● Drive this brilliant Packard and discover greater comfort than you've ever experienced in a motor car before. Own one, and you'll notice that you reach the end of a day's driving fresher, less fatigued.

Once you get the facts on how easily the car can be purchased, once you discover how beautifully it fits a woman's personal needs—we believe you'll decide to "get the plus of a Packard."

PACKARD

PACKARD 120 • \$945* AND UP

PACKARD SIX • \$795* TO \$910*

*AT THE FACTORY • STANDARD ACCESSORY GROUP EXTRA

ASK THE *WOMAN* WHO OWNS ONE





Revillon Frères

FIFTH AVENUE AT FIFTY-FOURTH

KENNÉ-KENNEDY

two extremes ★ ★ the immense cape of dazzling white
ermine ★ ★ the daring new black evening coat of broadtail

RAP TAP IN CELANESE*

A NEW LUSTROUS SATIN OF THE SEASON.
 ADDING THE GAYEST NOTE OF THE SEASON.
 THESE FROCKS COME IN WHITE, PETAL PINK
 AND TURQUOISE
 PRICED UNDER \$20.00



New York City, also
 Greenwich, Conn.

Chicago, Ill.

Cleveland, Ohio

Pittsburgh, Pa.

Allentown, Pa.

Birmingham, Ala.

Boston, Mass.

Charlotte, N. C.

Cincinnati, Ohio

Dayton, Ohio

Franklin Square, N. Y.

Carson City, Nev.

The Rhyolite Co.

Kendall's Department Store

Eden Bros. Inc.

Odum, Brown & White

Glendale Company

J. B. Levy & Co.

The Alma & Douglas Company

Rider & Johnson Co.

Yonkers Brothers

Yonkers Brothers & Co., Inc.

Felix Brunschwig & Co.

W. C. Scribner, Inc.

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Habib's & Co., Inc.

H. P. Winters & Co.

H. P. Winters & Co., Inc.

Geo. B. Peck Dry Goods Co.

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Kahn's Dry Goods Co.

Des Moines, Iowa

St. Paul, Minn.

Fort Worth, Tex.

Houston, Tex.

Indianapolis, Ind.

Indianapolis, Mo.

Kansas City, Mo.

Lincoln, Neb.

Lincoln, Ky.

Louisville, Ky.

Oakland, Cal.

Oakland, Cal.

Oklahoma City, Okla.

Omaha, Neb.

Omaha, Neb.

Portland, Ore.

Portland, Ore.

Portland, Ore.

Portland, Ore.

Portland, Ore.

J. L. Brundage & Sons

J. L. Brundage & Sons

Kordeck's Dry Goods Co.

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Kordeck's Dry Goods Co.

Kordeck's Dry Goods Co.

Kordeck's Dry Goods Co.



mediaeval manuscript inspired this lovely crested

Lingerie


. . . . our lingerie designers are always up to some such agreeable mischief as this. This time they found an exquisite illuminated parchment—a scrolled initial from an old ducal psalter—rich with vines, its crest sparkling with leaf gold, applied with real *honey*. They copied, traced, simplified it—adapted it to a regal monogram for your pajamas, your slip, your robe, aye, your pantie even. The material of the garment is a “dove-wing” silk, soft to the touch as suede—in two colors, either “parchment” or “blush”. The prices of course are very reasonable: the pajama (shown) is 19.94 in sizes 32 to 38; the matching gown 15.94; the robe 19.94; the slip 7.94; the panties 5.94 . . . It doesn’t seem to make any difference whether Macy’s is copying a mediaeval manuscript, or chasing fantastic petticoats in the Tyrol, or working with a Florentine baroness to contrive incredible embroidery for your underwear—the prices always come out low for cash. That’s probably why we’re being stormed by the smartest shoppers in New York . . . (Lingerie Little Shop on Second Floor explains all).

Macy’s

At 34th Street and Broadway, N. Y. C.



CHRYSLER



1937

CHRYSLER ROYAL	CHRYSLER IMPERIAL	CHRYSLER AIRFLOW
...AN ENTIRELY NEW CHRYSLER INVADES LOW-PRICED FIELD	DOLLAR FOR DOLLAR THE GREATEST OF THE EIGHTS!	AMERICA'S MOST MODERN MOTOR CAR!

FOR 1937, Chrysler presents the most beautiful cars ever to bear the Chrysler name... invades the low-priced field with the Chrysler Royal... features spacious roominess and remarkable operating economy in all of its cars.

REFRESHING NEW STYLING

There's a distinctly new fashion note in the forward-reaching lines of the 1937 Chryslers... a proud, defiant grace in radiator and hood... a low-swung, sweeping beauty in the flowing lines of the bodies. Leading stylists are agreed that Chrysler designers, with the wise counsel of the internationally famous

Elsie de Wolfe Mendl, have achieved a definite *coup* in the style parade.

THE NEW LOW-PRICED ROYAL

It's astonishing to find a Chrysler priced right down among the low-priced cars. It's doubly astonishing to find the new low-priced Chryslers so big and handsome.

Note the dimensions on the diagram on the opposite page. Worlds of elbow room, head room and leg room... deep, wide seats, front and rear... broad, level tonneau floors... a big, roomy trunk. Appointments are such as you'll find in custom cars... rich, fine upholsteries... smart, graceful hardware... beauti-

ful instrument panels with all controls flush with the surface... an important safety measure as well as a new note in style.

Gear shifting is silent and effortless... the car steers and parks with a feather-touch on the wheel... the brakes are Chrysler's long-famous hydraulics, positive, sure, easy to operate.

The big, new Royal is a remarkably economical car to operate. So efficient is the new Gold Seal engine that repeated tests show 18 to 24 miles per gallon in all sorts of driving. Oil consumption is exceptionally low.

TOPS 'EM ALL!

THE NEW IMPERIAL

The 1937 Chrysler Imperial is created for those who demand an out-and-out luxury car. Its commanding beauty has the grace and sweep that only length and size make possible.

The interiors are exceptionally spacious...outstandingly smart. The wide, deep seats . . . broad, level tonneau floors . . . exquisite appointments . . . complement perfectly the aristocratic grace of the exterior design.

The Imperial is, of course, a powerful and able performer . . . yet it is a delight to handle . . . easy to park, easy to maneuver, easy to stop.

THE BEAUTIFUL NEW AIRFLOW

With its place firmly established among the leading families of America, the Airflow Chrysler is America's most modern and distinguished motor car. For 1937, it has beautiful new lines . . . a distinctive new radiator treatment . . . beautiful new interior design.

The front seat is all-adjustable . . .



Lady Mendl

says, "The 1937 Chryslers strike a refreshing new note in beauty and style. I believe they will prove intensely interesting to women. It has been a fascinating experience for me to have been Chrysler's style consultant in the design of these fine new Chrysler cars."

Photo by BUFFOTOT, Paris

moves up and down, forward and back, tilts to any angle. In riding comfort, the Airflow is entirely unsurpassed . . . by virtue of the exclusive features of balance possible in Airflow design.

In the Airflow, you ride *inside the frame* . . . surrounded on all sides by strong girders of steel. Lifeguard tubes

in the tires and hydraulic brakes contribute further to make the Airflow Chrysler the safest car on the road.

See all the great new Chryslers . . . ride in them and drive them. You'll delight in their beauty and luxury . . . in their thrilling modern performance. You'll immediately appreciate the value they offer at their surprisingly low prices . . . value the more impressive when you consider the reliability and long life for which Chrysler cars have ever been famous.

☆ **CHRYSLER ROYAL** . . . 93 horsepower, 199-inch over-all length. Ten body types.

☆ **CHRYSLER IMPERIAL** . . . 110 horsepower, 204-inch over-all length. Six body types.

☆ **CHRYSLER CUSTOM IMPERIAL** . . . 130 horsepower, 223-inch over-all length. Two body types.

☆ **CHRYSLER AIRFLOW** . . . 130 horsepower, 213-inch over-all length. Two body types.

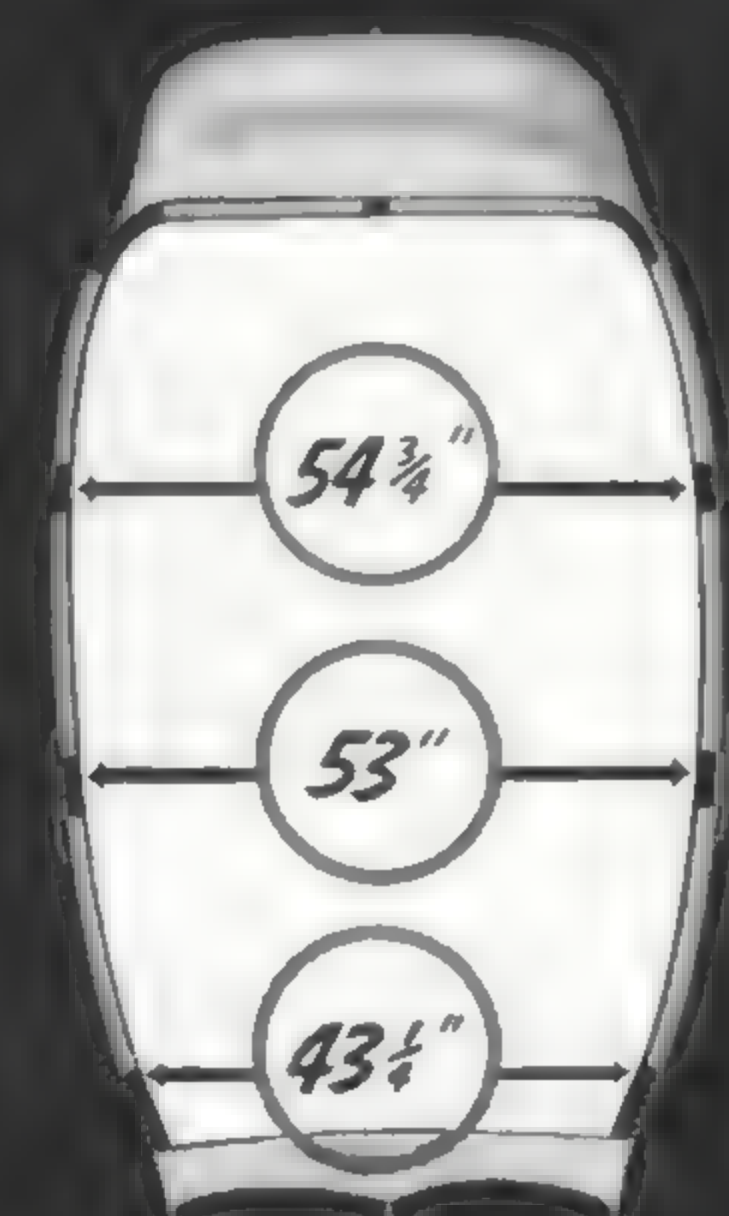
Automatic Overdrive is standard on Chrysler Airflow and Custom Imperial. Available on all 1937 Chryslers at slight additional cost. ★ Ask for the Official Chrysler Motors-Commercial Credit Company Time Payment plan.

Wouldn't you like a catalog?

We will gladly send you our 1937 literature on request. Address Chrysler Corporation, Chrysler Sales Division, 12232 East Jefferson Avenue, Detroit, Michigan.



ROYAL BODY DIMENSIONS



**AT LAST . . . REAL SPACE
IN A LOW-PRICED CAR!**

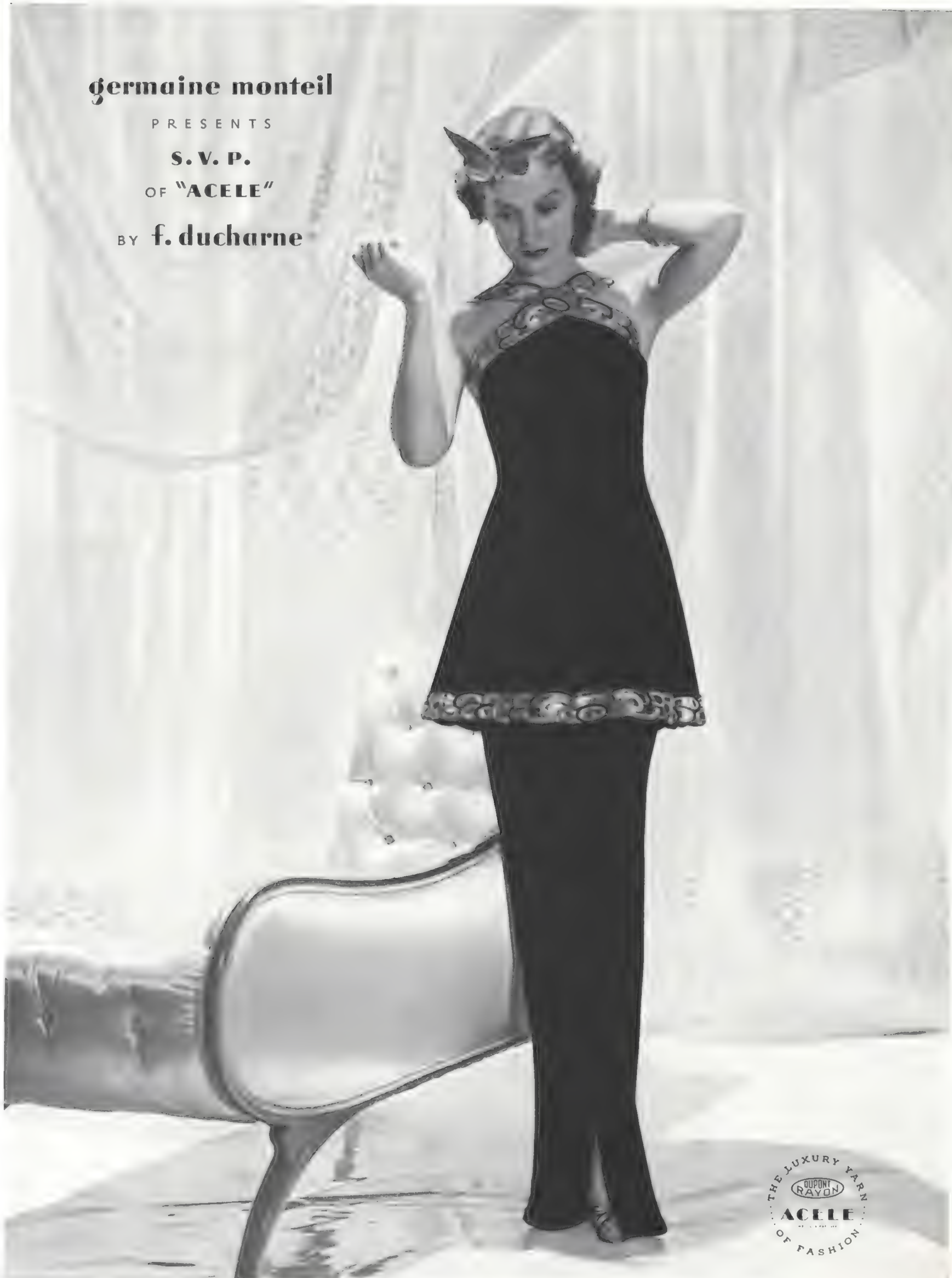
germaine monteil

P R E S E N T S

S. V. P.

OF "ACELE"

BY **f. ducharne**



THE LUXURY YARN
DU PONT
RAYON
ACELE
OF FASHION

PERSIAN LAMB
AND HUDSON SEAL*
DYED BY A. HOLLANDER & SON
"THEY KEEP THEIR BEAUTY LONGER"

For depth, richness and absolute permanence of color...and for brilliance of lustre...your surest guide is the A. Hollander and Son stamp on the back of every pelt. Always look for this mark of superiority when you buy. A. HOLLANDER & SON, INC., World's Largest Fur Dressers and Dyers, Newark, New Jersey.

*Guaranteed
for Color Permanence*

LOOK FOR THIS MARK



*Dyed muskrat

HATS BY FANNY AND HILDA

STEICHEN



Talon makes the new vogue for fitted glove-wrists practical, is a decorative accent as well as a smooth, smart closure.

Only Talon with the exclusive top-lock construction assures complete security and convenience in handbags.

SMARTLY CLOSED WITH TALON

Reg. U. S. Pat. Off.

The smart new costume 'pick-me-up,' the vogue for color-matched gloves and handbags with convenient Talon-fastened closures on both!

See them! Choose them! But be sure they are slide-fastened *correctly* with Talon, the American-made, precision-designed fastener that always operates perfectly, is dependable day-in and day-out! Check to be sure the name Talon appears on the fastener—safeguard yourself against inferior closings that soon wear out and ruin the usefulness of your accessories. Let T-A-L-O-N be your guide to satisfaction.

Hookless Fastener Co., Meadville, Pa., New York, Boston, Philadelphia, Chicago, Los Angeles, San Francisco, Seattle, Portland.

NEW YORK DEBUTANTES

live in
LuxablesINSIST ON LUX CARE FOR
WINTER SPORTS TOGS

FIFTH AVENUE SHOPS find popular young debs are clever buyers! They are fashion-wise and thrift-conscious. Naturally, they're devoted to Luxable woolens! It's so easy to keep them fresh as all outdoors, well fitting, too. (Lux won't shrink woolens! Measure before Luxing, pin to size afterward.)

"We take the precaution of advising Lux," these New York stores say, "to save our customers disappointment."

With gentle Lux there's no cake-soap rubbing to injure delicate fibers, none of the harmful alkali many ordinary soaps contain. These things are apt to fade colors, shrink woolens—make them harsh and stiff. With Lux anything safe in water alone looks like new for ages.

White for Skating

is tremendously smart — Saks Fifth Avenue has it—and Jane Will (photographed at the Ice Club) is mad about it! Because it has a brief flared skirt, a short fitted jacket, and because it Luxes! "One could say this white wool gabardine is washable," they tell you at Saks Fifth Avenue, "but we prefer to say it's Luxable. Lux is safe."

Salzburg comes to Adirondack snow fields

via Saks Fifth Avenue. You can be sure this famous store advises special care to protect the vibrant colors and kitten-like softness of hand-knit winter woolens. "I can count on Lux not to shrink them!" says Virginia Parker (above). "In fact, I insist on it for everything washable."

For Country Week Ends, Bonwit Teller sponsors the culotte suit in gatekeeper's velvet, a pin-wale corduroy. "And the marvelous thing about it," says Olive Cawley (extreme right), "is that it Luxes!" Peggy Patterson (right) declares her classic cashmere slip-on is a treasure. "It's so soft and light, and it's Luxable!" At Bonwit Teller's they recommend Lux for everything safe in water alone.



fashion orders Shuglovs

BY GOODRICH

when it Drizzles

• Wearing tweeds? Then protect your oxford shoes with smart Shuglov oxfords . . . A town coat? Then slip Shuglov bow-pumps over your leather ones! Keep your feet chic in all weathers!



when it Pours

• A real down-pour demands a pair of *high* Shuglovs. This Gator-Suede Shuglov, with its interesting combination of leather-effects—will be smartly appropriate with anything but a strictly “dressy” costume. Note how they “complete the picture” with the tunic-suit (sketched left).



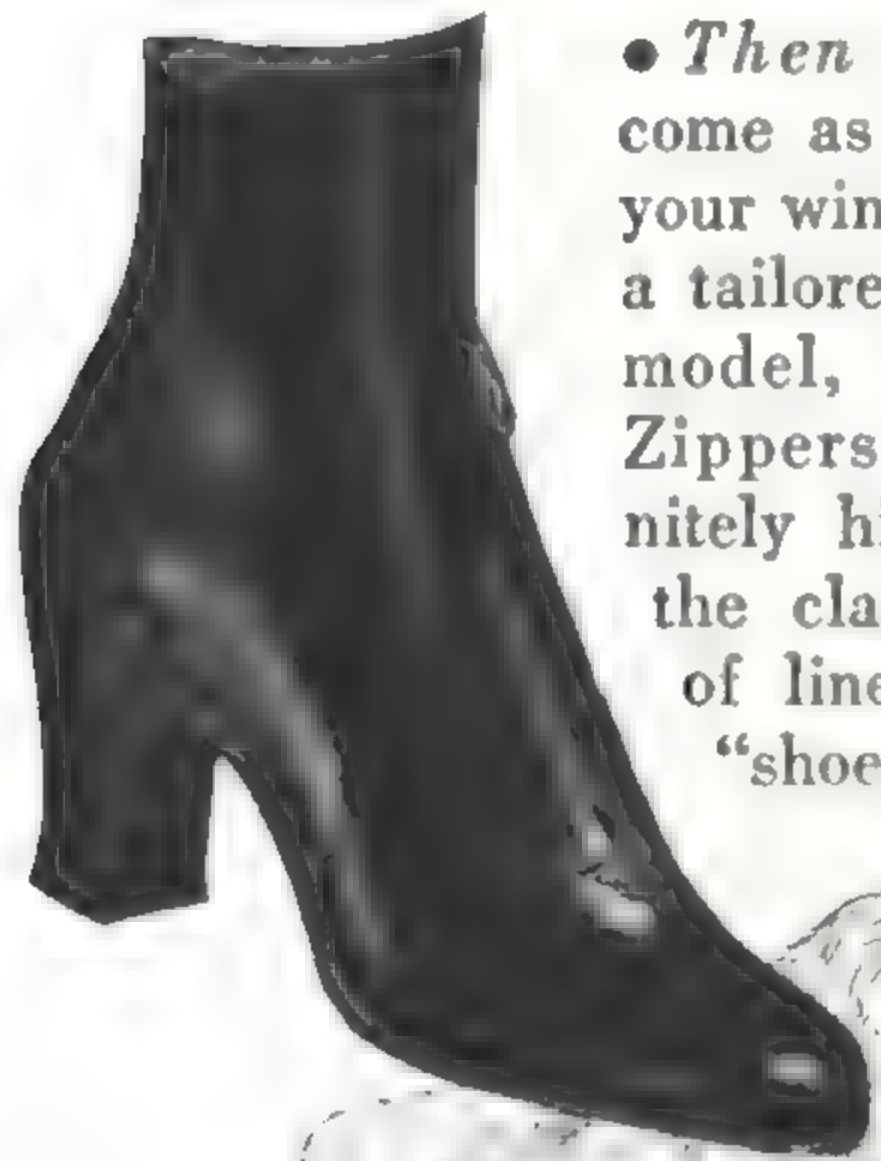
ACCESSORIES “MAKE” THE COSTUME

Gloves—scarves—bags—bracelets—*footwear* . . what a difference they make in the complete picture your costume presents! The smartest frock or tailor looks *dowdy* with carelessly chosen accessories. Here—in the winter Shuglov collection—you have *protective footwear* with the lines, leather-effects* and decorative motifs that characterize this season’s fine shoes. All models come in black or brown. *High* Shuglovs have concealed Talon fasteners. Notice, especially, when you try them on, how Shuglovs mould themselves to foot and ankle, following every contour! This superlative *fit* is found only in Shuglovs! B. F. Goodrich Company, Footwear Division, Watertown, Massachusetts.

*Exact leather-effects produced by the patented Textran process.

when the Snowflakes fall

• Then Shuglovs become as imperative as your winter coat! With a tailored cloth or fur model, Textran Kid Zippers will be definitely high-style. Note the classic simplicity of line—the delicate “shoemaker” detail.



Shuglovs. BY GOODRICH—AS SMART AS THE FINE SHOES THEY PROTECT

Swing!

Figure freedom
with
firm control



Extra strength of stretch leaves your
figure free yet unbelievably slender

SWING! It's a new rhythm that's gone into styles. It means freedom . . . action . . . youth lines! And now Munsingwear offers action-mode "Foundettes" . . . two-way stretch foundations with resilient *strength of stretch*. Thus you get firm, constant figure control . . . slender unbroken lines from above waist to below hips . . . yet freedom and comfort you've never had! Munsingwear "Foundettes" wear so well . . . tub so easily . . . cost so little! Girdles from \$1 to \$7.50; pantie-girdles from \$1 to \$3.50; full length foundations from \$2 to \$10.00. There's a store near you that sells Munsingwear "Foundettes."

Munsingwear, Minneapolis.

"Foundettes" BY

MUNSING
Wear

*Koret
changes the color
of Alligator to
"Amber Gold"*



THE MARK OF A
KORET ORIGINAL

"Amber Gold" is the rich new color that soon will be circulating all over the fashion realm. Koret coined it to complement all the regal shades of the current mode...and introduces it to you, fresh from the mint, in the season's most distinctive Handbag Originals. (Koret's alligator obligingly changes its color to satisfy every whim...also comes in other Autumn Shades!)

designs for Evening by La Valle *

CUSTOM BOTTIER, NEW YORK

THE SMALLEST DETAIL RECEIVES THE PAINSTAKING AT-



TENTION DUE SHOES WORN BY DISCERNING WOMEN. THE LINES, COLORS

AND FABRICS ARE CREATED



TO BLEND HARMONIOUSLY

WITH CURRENT EVENING FASHIONS. AND, MOST IMPORTANT, THE SHOES

ARE BUILT ON LASTS RECOGNIZED AS THE FINEST IN THE COUNTRY.

*Maker of famous Fenton Last



Footwear for Saks Fifth Avenue

fashions of smartest appeal



"At Home" in a very much of-the-moment dinner dress of black taffeta and velvet appliqued net. Its princess lines are perfected by a Talon-fastened placket. Sizes 12 to 20.

Under your fur coat or for balmy days—a strictly tailored suit. This one is of worsted. The jacket has wide peaked lapels and the skirt a Talon-fastened placket. Sizes 12 to 20.

Date dress in black crepe with stomacher of gay beads—elbows-on-the-table sleeves, and a swing skirt. Smooth on the placket side because of the Talon fastener. Sizes 12 to 20.

have that smooth,
sleek closing the
Talon-fastened
Reg. U.S. Pat. Off.
placket alone assures

The fashions that are winning the highest approval this season are the ones that feature that invisible closure—the Talon-fastened placket! This flexible, continuous closure has outlawed gaping, ugly spaces at the placket, is a marvel of smoothness, a rival of the sewed seam for trimness! Hookless Fastener Company, Meadville, Pa., New York, Boston, Philadelphia, Chicago, Los Angeles, San Francisco, Seattle, Portland.



AT LEADING STORES
EVERYWHERE

Address all inquiries to Hookless Fastener Company, 71 West 35th St., New York, N. Y.

Any evening after five, be comfortably chic in a bolero frock of tulle, with contrasting moire. Height at neck, at waist—width at shoulders—Talon fastener at placket closure. Sizes 11 to 17.

Scattered sprays of hand-beading—a gay corsage of flowers contribute to the charm of a grand afternoon frock. The placket is daintily closed with a Talon fastener. Sizes 12 to 20.



Dinner dress in moire taffeta, with embroidered polka dots. Heart-shaped neckline—double puff sleeves. A Talon-fastened placket makes for smoothness all around. Sizes 11 to 17.



The Talon slide fastener enhances trim, slim lines—makes *both* sides of your frock smooth and sleek. You can't detect the slide closure.



MYTH* GETS A BOOST
IN HOSIERY
SHOW PLACES

Upsy-daisy! . . . and suddenly her stockings take center stage. She's prepared, as always, for she's wearing MYTH, the lovely chiffon hose that keep up her smart reputation everywhere. She chose them at first for their clearness and color. Now she prefers them because the strong weave and the adaptable Flex toe make them wear so long. **\$1.15**

"because you love nice things"

Van Raalte
STOCKINGS • UNDERTHINGS • GLOVES



Hanging up new records for fit, comfort, and freedom



SIGNIFICANT to the ski addict will be the news that many of the great Zurich designer's creations this season are executed in Ski-O-Twill, the amazing new "Lastex" ski fabric. Especially made for ski wear, Ski-O-Twill has a stretch of 25%, giving a combination of the qualities noted above which is quite impossible with any other fabric. This intriguing Och costume, the "St. Moritz," has trousers in black Ski-O-Twill. They are the new Swiss type, convertible into knickers, or the suit can be had with separate knickers or Norwegian lace trousers. The jacket is Glacier White Swiss mountain Loden cloth, trimmed with exclusive English sueded pigskin. The cap, pull-over sweater and ski lunch pack match in black and white. The wool and Angora scarf is in gray and white. See the cunning grip of the "Lastex" cuffs on the ski mitts, to keep out snow. The gaiters are "Lastex," too. You will find this and other enchanting ski costumes in Ski-O-Twill fabric, designed by Maurice Och and made by Brows & Jacobson, of New York, in leading stores in principal cities — some with Ski-O-Twill jackets. There are also other Ski-O-Twill suits, other colors, by the same makers but by other designers. Complete costumes or separate garments. When the trek to the ski country starts you will see and hear a lot about Ski-O-Twill. Ask for this wonderful new ski fabric by name. And always look for this label. "Lastex," 1790 Broadway, New York City.



*Exclusive designs
by Maurice Och*

THE MIRACLE YARN THAT MAKES THINGS FIT . . .

Lastex
REG. U. S. PAT. OFF.



Jeanne Barrie

MAKES ANOTHER WINNING MOVE WITH Stehli's "Chequers"



● Three dresses that'll put your wardrobe three jumps ahead for the simple distinction that scores every time, anywhere. No superfluous "trim" to jar their harmony. A gay galaxy of color, perfect fit, meticulous workmanship and fine detailing... all work together to point out their beauty of line and lovely Stehli's "Chequers" fabric. Sizes 12 to 20. Beige, grey, green, gold, turquoise. \$14.75

Jeanne Barrie Frocks are sold exclusively in New York by ARNOLD CONSTABLE

For information regarding Jeanne Barrie Frocks, write National Modes, 130 W. 31st St., N.Y.C.

Allentown, Pa. H. Leh
Atlanta, Ga. Rich's
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Boise, Idaho The Mode, Ltd.
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Brunswick, Ga. . . The Guarantee Shop
Burlington, Vt. . . .
Abernethy, Clarkson, Wright
Charleston, W. Va. . . The Diamond
Charlotte, N. C. . . . Purcell's

Clarksdale, Miss. . . Powers & Co.
Colorado Springs, Colo. . . Kaufman's
Columbia, S. C. . . . Kohn's
Columbus, Ohio . . . The Fashion Co.
Dallas, Texas . . . A. Harris & Co.
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For your home—a new miracle of organ music!

The tone range of a great cathedral organ at the price of a fine piano

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To the world of musicians, the Hammond has come as a revelation. Noted artists and composers were among the first to buy it.

Modern quick-tempo music can be played on the Hammond with an ease and brilliance of effect never before possible on the organ. And in addition to the familiar organ voices—flute, diapason, strings, reeds—scores of interesting, lovely new tones are instantly available.

See and hear the Hammond at our dealers in principal cities. Look in your phone book under "Organs", or "Organs, Electric." Or write The Hammond Organ, 2951 North Western Avenue, Chicago.

THE HAMMOND ORGAN

HAMMOND DEALERS ARE NOW HOLDING DAILY GIFT-SEASON DEMONSTRATIONS

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f.o.b. Chicago—slightly higher
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Fits in a four-foot square. In the Hammond, the whole complex mechanism of the conventional organ is reduced to two simple units. The graceful spinet-like console, with its bench, occupies no more space than a writing desk and chair. The tone cabinet can be placed anywhere. Both units are designed with attractive simplicity, and harmonize with a wide range of decorative schemes.

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In 1935 Cunard White Star published an advertisement entitled "It's MEN that count"... inspired by the frequent mention of personalities in letters from passengers: First Officer So-and-So, Ashford the steward, Richardson the head barber. It was said then that this kind of comment was significant... it showed "how much more than steel went into the making of a ship... how binding a tradition can be, in the dining saloon as well as on the bridge".

It's **STILL** men

All who sail beyond the sight of land, know how truly a ship at sea becomes the center of the universe... the feeling remains as strong today as when sailing ships were but lonely and uncharted points on the blue of the globe. Though the modern liner is in constant touch with every shore, her bearings confirmed by radio, her course held true by a Gyro-pilot... the men on the bridge know that destiny is in their hands as inexorably as it ever was in days of sail. They check their position still by sun, moon and stars... eternal beacons of all seamen. The size of their ship only serves to multiply their responsibility... to make more vital and infinitely more valuable the stern tradition of Britain on the seas.

Passengers, too, feel this unique position... isolated, and yet a focal point of all the world. To this is due the special congeniality of shipboard life... and the opportunity to make of that life something nearer to perfection than can be found ashore. For all time this has been true, and for nearly a hundred years Cunard White Star has been approaching that perfection. It can, of course, only be achieved by the efforts of men... and women. Just as machines can never replace seamanship, so mere material luxury can never create this deeper comfort, this serenity that soothes repose even as it enhances brilliant diversions. Neither can men, by will alone, attain it. Love of ships and of sea-life must be bred into them... as it has been in the sons of Britain. That is why, however huge a ship may be, it still is men that count.

THE BRITISH TRADITION DISTIN



Staff Captain B. H. Davies,
O. B. E., R. D., R. N. R., and Chief
Officer Illingworth, R. D., R. N. R.,
on the bridge of the Queen Mary.
The bridge house projects 12 feet
and commands a full fore-and-aft
view of the ship's 1018-foot length.

that count . . .

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suggest an autumn trip . . . to Europe in its gayest and most brilliant season. Late fall crossings are delightful; and this largest fleet on the Atlantic offers an unequalled choice of sailings to many ports of the British Isles and the Continent.

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Laconia . . . November 21

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Carinthia . . . December 12

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San Marcos Hotel & Individual Bungalows. 250 acres of luxurious playground in the heart of the picturesque Arizona desert. Robert Foehl, Manager.

Litchfield Park

The Wigwam. Distinguished Inn and attractive bungalows in glorious desert setting near Phoenix. Golf, ride, relax. Rates from \$8. Amer. Plan. Bklt.

Mesa

El Portal. New management. Rest and play in the valley of the sun. Tennis, golf, riding. Delicious food. All rooms with bath. American Plan.

Tucson

Arizona Inn. Arizona's foremost Resort Hotel. Exclusive clientele. Charming Garden Homes. Every room has bath and sunporch. Bklt. H. O. Comstock, Mgr.

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Monte Vista Ranch. A cattle ranch with every modern convenience. Excellent meals. Riding, tennis—rodeos—sunbathing. 1-hr. drive from Phoenix. Booklet.

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El Mirador Hotel. America's foremost desert resort. Unexcelled cuisine. Golf, tennis, riding, skeet, outdoor swimming pool. Discriminating clientele.

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Santa Barbara Biltmore. Famed seashore resort hotel, sheltered by mountains. Sunny days for swimming and all sports. American Plan \$9. up.

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COLORADO

Denver

Brown Palace Hotel. Traditional "tops" for Western Hospitality. Unexcelled cuisine, comfort. Central to everything. \$200,000 improvements just made.

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Daytona Beach

Clarendon Hotel. Directly on the Ocean Front. Fireproof. Amer. Plan. \$7 up. Golf, Tennis, Fishing. Select Clientele. Open Dec. 18 to May 1.

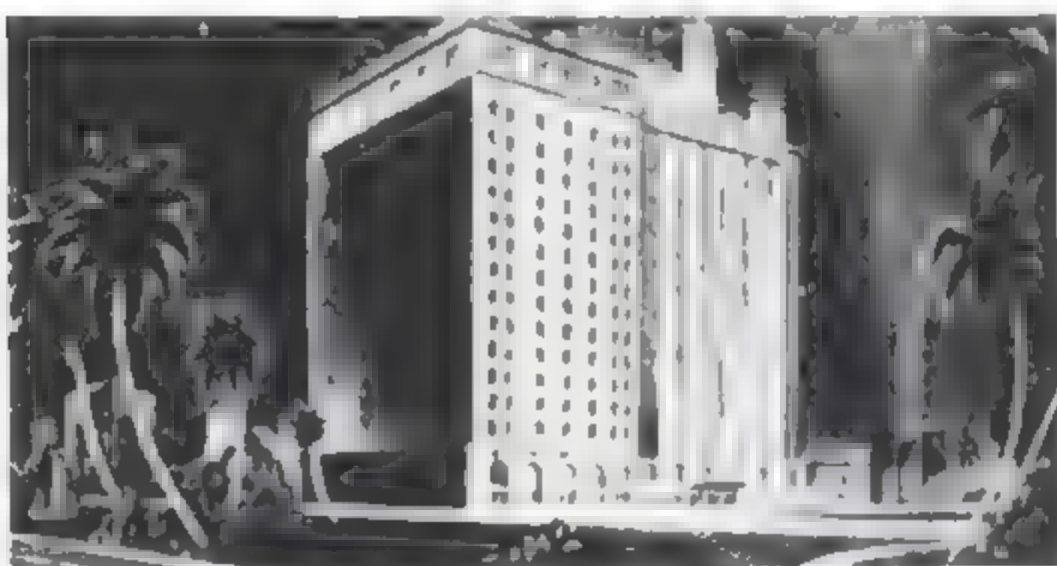
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The Fenway. The West Coast's finest resort. On Clearwater Bay and the Gulf. Fishing, boating, bathing, tennis, golf. C. Townsend Scanlan, Manager.

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The Dallas Park. Overlooking Biscayne Bay. 1 to 4 room apartments—desirable hotel rooms. Sun bathing atop 11th floor roof. M. F. Whelan, V.P. & Mgr.

Miami



THE COLUMBUS

Miami's finest hotel. Seventeen floors of solid comfort. Facing Park and Bay. In the social and geographical center of Miami. Convenient to everything. Two floors of public rooms. Individualized decorations and furnishings, soft water plant, steam heat—every possible service to enhance your stay. Reservations well in advance are advisable. Booklet on request.

Ormond Beach

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St. Petersburg

Hotel Dennis. European, fireproof, modern. Excellent Cuisine. Centrally located, facing Williams Park. Quiet zone, convenient. Booklet. N. A. Dennis, Mgr.

The Huntington. A resort hotel of merit in beautiful and exclusive surroundings. Close to all activities. American Plan. Booklet. Paul Barnes, Manager.

Travelog

A DIRECTORY OF FINE HOTELS & RESORTS

SOUTHERN SHOOTING. Native wild turkey—that great American game bird—will furnish thrills in plenty for hunters at the 65,000 acre Sea Island Hunting Preserve, on the mainland just south of Sea Island, Georgia, with the opening of the hunting season on November 20. Hunters rise before dawn for turkey shooting, which is usually done either by "stalking" or "yelping."

Deer, quail, dove, marsh hen, and other smaller game also afford keen, diversified sport in this coastal country. Trained deer hounds are used for deer drives, which assemble a number of hunters to stand tense at their posts alert for a glimpse of fleeting antlers. Quail, of course, are hunted with pointers; dove shoots are held in large fields near thick woodlands; and marsh hen are shot from boats as they rise from the reeds and scanty cover.

Further north, hunting comes into its own at White Sulphur Springs, West Virginia, during the month of November, with turkey and pheasant shoots in evidence.

And for you who feel the need of getting in trim for the strenuous holiday season which, after all, isn't so far away, remember that November is the month, above all, for the "Cure" at White Sulphur.

MIAMI OPENINGS. Florida is already beginning to beckon the winter sunshine-minded. In Miami, always the scene of colourful and varied activity during the winter resort season, an elaborate recreational and sports program swings into motion on Thanksgiving Day.

On November 26 play starts in the Miami Biltmore Thanksgiving Golf Championship; the finals take place November 29. On this latter date four greyhound tracks in the Greater Miami area will open.

These events will serve as a springboard for a program that will last until April. Moved up a month earlier than usual, the All-American Air Races, where aerial history is made annually, will be held December 10, 11, and 12. The races follow closely upon the Miami Biltmore \$10,000 Open Golf tourney, December 4-7.

FLORIDA

St. Petersburg

Jungle Hotel. Country Club atmosphere. Golf at the door. Riding, Fishing, Tennis. Famed for food, service and fair rates. John F. Hynes, Manager.

Princess Martha Hotel. In the heart of St. Petersburg. Modern, fireproof, 250 rooms, each with bath. European plan. A. L. Manning, Manager.

Soreno Hotel. On Tampa Bay. Modern, fireproof. 310 rooms each with bath. Finest service and cuisine. American plan. Every sport attraction. Booklet.

Suwannee Hotel. Close to everything of interest in the Sunshine City. 205 rooms—205 baths. European plan. Dining room. J. N. Brown, Manager.

Winter Haven

Spring Lake Hotel. On Spring Lake. Steam heat. Each room with bath. Quiet, restful atmosphere in landscaped tropical setting. E. S. MacLaughlin, Prop.

Winter Park

Virginia Inn. On Lake Osceola. An Inn of Charm and Friendly Hospitality. Steam heat. Elevator. Automatic sprinklers. American Plan. Attractive rates.

FLORIDA

Miami Beach



THE FLAMINGO

Merry Christmas! Enjoy it at this famous hotel. Your sons and daughters at school or college will thrill at the idea of spending their holidays under sunny skies enjoying health-giving sports: Golf, Bathing, Tennis, Polo, Dancing and other social activities. Write C. H. Krom, Mgr., for full information and special Christmas Holiday rates.

FLORIDA

Miami Beach



THE HOTEL PANCOAST

Most exclusive resort hotel in America. Located in an exotic tropical setting directly on the Ocean front. Private bathing beach and cabana club. Restful atmosphere, yet close to all seasonal activities. Outdoor sports all winter. Open all year. American plan during winter season. Write or wire to Arthur Pancoast, President; Norman Pancoast, Manager.

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Pass Christian

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NEW HAMPSHIRE

White Mountains—Waterville Valley

Waterville Inn and Cottages. Old established Inn. Beautiful White Mt. location. Golf, tennis, brook fishing, swimming. Fifty miles of trails. Open all year.

NEW JERSEY

Atlantic City



CHALFONTE-HADDON HALL

The hospitalities of these great beach-front hotels form a gracious background for the bracing joys of the seashore in autumn. Sunny ocean decks, 1000 bright rooms. Salt and fresh water in the baths. Riding, Golf, Squash. A truly traditional Thanksgiving. Write for low fall rates and pictorial folder. American and European Plans.

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The Princeton Inn. Facing golf course and Graduate College. Amer. Plan. 100 rms. Fireproof. "Hospitality as in days of old." J. Howard Slocum, Mgr.

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The Buckingham, 101 West 57th St. Luxurious parlor, bedroom, pantry, bath from \$5 a day. 5 minutes to Central Park, Radio City, Times Square.

Hotel Parkside, 20th St. and Irving Place. In convenient Gramercy Park. Solariums, roof terraces. \$2 per day—\$10 per week. A Knott Hotel.

NORTH CAROLINA

Pinehurst



THE CAROLINA

The best of everything. Homelike, friendly social life. Selective clientele. All outdoor sports all winter. Near famous Pinehurst golf courses (grass greens). Restful, healthful location among the longleaf pines, 650 feet elevation. Open October thru May. Moderate American-plan rates. For folder V., address E. G. Fitzgerald, Mgr., or E. C. Mignard, Hotel Ambassador, New York.

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Sailing from New York, you will first visit Havana and the Panama Canal. Then, from California, you follow the Sunshine Route to rare Hawaii, Japan, China's Shanghai and Hongkong, and the Philippines' Manila.

Next come Singapore—at the world's crossroads, Penang, India's Colombo and Bombay, Egypt's Port Said and Suez and Alexandria, Naples and Genoa in Italy, Marseilles... and finally, again, New York. (If you begin your trip in California, you'll end it with the journey through the Panama Canal.)

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A MILLION DOLLARS'
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A more complete menu of vacation pleasures in a setting of vivid tropical beauty—a superb place to live as well as to play. That is why so many noted Americans and their families, with the world to choose from, own homes at Miami Beach... why so many others are annual visitors... why Miami Beach appeals not only to people of wealth, but to those who couple modest budgets with a preference for the best in interests and associations. Vast range of modern hotels, homes and apartments includes places and prices to suit your requirements—\$22,000,000 in new building during the past two years alone assures room in this grand scheme-of-living for thousands more.



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AVERAGE TEMPERATURE, NOVEMBER THROUGH MARCH, 69.6-10 DEGREES

(U. S. Weather Bureau Records for 36-year period)

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WINTER SPORTS

UNDER A
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IN SUN VALLEY AT KETCHUM, IDAHO

What a glorious region it is! Timber-free slopes are covered with "powder" snow. Protection from wintry gales by the Sawtooth Mountains makes possible skiing stripped to the waist. There's a Ski School, headed by Austrian experts—skating, dog sledging, tobogganing and sleighing in brilliant sunshine—outdoor bathing in a warm-water pool—"ice tanning" in sun-room igloos. A Ski Shop, by Saks-Fifth Ave. In this Alpine setting nestles SUN VALLEY LODGE, luxuriously modern with accommodations for 250 guests. Moderate rates prevail. The season at Sun Valley Lodge opens Christmas week. Reservations necessary.

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Vogue's Prix de Paris

On page 144 appears the first quiz in Vogue's career contest for senior college women. To the winner goes one year's employment, at an adequate salary, in the Paris and New York editorial offices of Vogue, and to the girl who is runner-up, six months in Vogue's New York office. The future of these jobs depends upon the calibre of the winners.

If you want to enter this contest and have not yet sent us an entrance blank, fill out the one below and mail it with your test answers, *not later than midnight, November 30th.*

ENTRANCE BLANK

Please enroll my name as an entrant in Vogue's *Prix de Paris*.

Name _____

Home Address _____

I am a member of the class of 1937 of _____

College or
University

My college address is _____

V 11 15 36

Simple Arithmetic for the California = bound

Only three years ago—in the distressful fall of 1933, to be exact—a first class ticket and lower berth, Chicago to California and return via the Santa Fe, on a no-extra-fare train, cost \$191.04.

- General prices then were low, travel dollars scarce. And one probably rode a 61-hour train, and in a non-air-conditioned car.
- What transportation will those same dollars buy this winter, via Santa Fe, with prices generally going higher and higher?
- They'll buy the same first class round-trip ticket and lower berth—but now on the flashing once-a-week 39¾ hour Super Chief, or the 50-hour daily Chief, *plus the extra fares* on these famous air-conditioned fliers—with \$53.54 to spare.
- Or, if you prefer a swift, air-conditioned, *but no-extra-fare* train, there'll be \$73.54 left over—enough to finance a jolly week in California or at a dude ranch; or a delightful Indian-detour going, and a Grand Canyon tour returning!
- We've applied the same sort of arithmetic to tourist and coach travel, to all expense California winter tours, to Fred Harvey meals en route—as any Santa Fe representative will be glad to explain.

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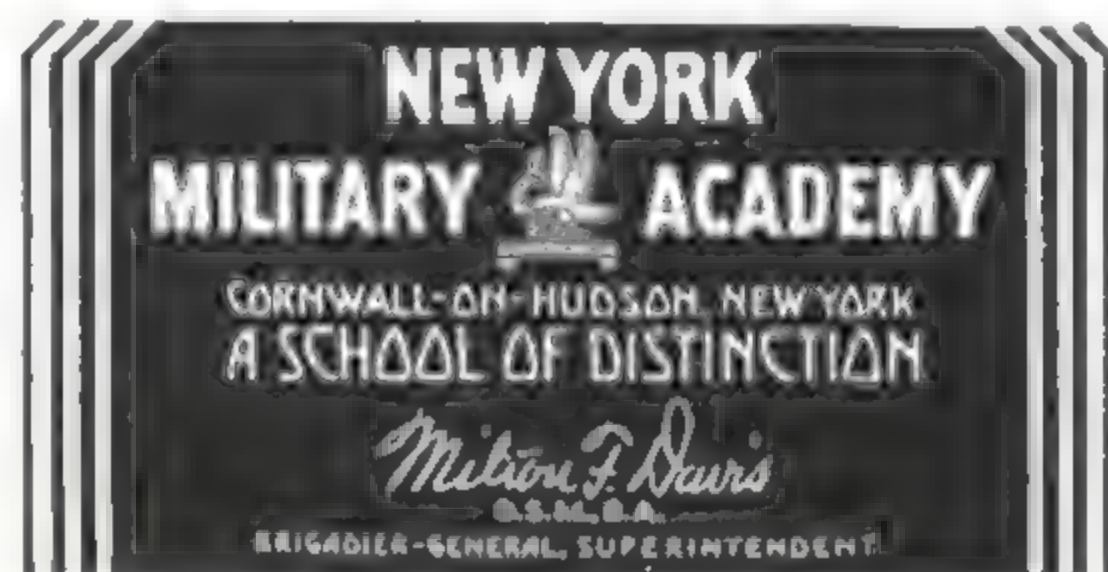
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Vogue Covers

Sunday Solution



Some Sunday when you are wondering what to do, you might entertain the revolutionary idea of going to church. New York churches have an unusual amount to offer, if you look into the matter thoroughly. You probably know already about such eminent speakers, of various faiths, as Dr. Harry Emerson Fosdick, Dr. John Haynes Holmes, and Rabbi Stephen Wise. But have you ever heard one of the Paulist Fathers preach, over on Fifty-Ninth Street? They are among the greatest scholars following their faith and well worth hearing. And have you ever gone down to the Russian Orthodox Cathedral on Houston Street, which is like a pageant from some foreign country? The Bishop and Deans wear gowns and head-dresses of dazzling splendour and intone in voices that would curdle your blood if used in a Broadway mystery play, and the congregation worships with a fervour that is strange and moving—sometimes listening to the ritual, sometimes making little trips of their own across the pulpit behind the priests' backs, kneeling to kiss the feet of the Saints on the illuminated panels, and sometimes chatting cosily with neighbours in the corners of the church. The music is magnificent, but you'd better go when you're feeling strong, as the service lasts two or three hours, and the only seats are a few benches at one side. Less exhausting, but no less moving, is Benediction at the tiny church of Saint Leo's on Twenty-Eighth Street, where the nuns in robin's-egg blue habits

sing the service in their high, sweet voices, and it is impossible to believe that you are in the middle of New York in the year 1936.

At the Galleries

This is the time of year when you must set aside some definite time for visits to the various art galleries, if you want to keep up with what's going on. It's not enough to drop in, along with all the rest of the world, at the exhibitions that cause a stir, like the Van Gogh exhibit of last season. Some of the loveliest things to be seen are in the smaller shows.

Here is a list of a few of the exhibits scheduled for November.

At "An American Place," Alfred Stieglitz' gallery, 509 Madison Avenue:

NOVEMBER 15 TO 26

Photographs by Ansel Adams
Paintings and Drawings by Ware Einstein

NOVEMBER 27 TO DECEMBER 31

Paintings by Georgia O'Keeffe, John Marin, Charles Demuth, Marsden Hartley, and Arthur G. Dove
Paintings on Glass by Rebecca S. Strand

At the Argent Galleries, 42 West Fifty-Seventh Street.

NOVEMBER 14 TO 28

Paintings by Julie Morrow
Colour Prints by Frederick Detwiller
Portraits and Still Lifes by Mary K. Karasick

NOVEMBER 30 TO DECEMBER 26

Exhibition of Decorative Paintings by members of the National Association of Women Painters and Sculptors
Exhibition by Olga Smith of Paintings in Materials

At the Ferargil Galleries, Inc., 63 East Fifty-Seventh Street.

UNTIL NOVEMBER 15

"Floridean Landscape," by Ernest Lawson

UNTIL NOVEMBER 29

"British West Indies," by Abram Poole
"Water-Colours of Spain," by Edith Hoyt
Recent American Sculpture for Occasional Decoration

At the Julien Levy Gallery, 602 Madison Avenue.

NOVEMBER 15 TO 30

Paintings by Chirico

At M. Knoedler and Company, Inc., 14 East Fifty-Seventh Street.

UNTIL NOVEMBER 21

Masterpieces of American Historical Portraiture

UNTIL NOVEMBER 28

Rembrandt Etchings

NOVEMBER 23 TO DECEMBER 12

Paintings by Georges de La Tour and the Brothers Le Nain

At the Macbeth Gallery, 11 East Fifty-Seventh Street.

NOVEMBER 17 TO 30

New Paintings and Water-Colours by Ogden M. Pleissner

DECEMBER 1 TO 14

Small Landscapes in Oil, by Lester D. Boronda

DECEMBER 15 TO JANUARY 15

"An Introduction to Winslow Homer"
A selection of wood-cuts, illustrations, intimate drawings, and water-colours of the early period, loaned by the Homer family, and a few later works in water-colour leading up to the comprehensive exhibition running at the Whitney Museum.



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• Among the most impermanent of things, and, at the same time, the most pleasing to New York night-lifers, are the rooms for song and dance at the St. Regis. Whether anybody deeply worships the Maisonette Russe, or hates the baroque idea of the Viennese Room, or not, makes little difference. The point is that whenever any Room opens at the hotel, with a capital R, it is royally welcomed and repeatedly haunted by everybody.

Just a month ago, the St. Regis inaugurated its Iridium Room, a shining and beautiful creation of metals and mirrors, with leaf-design murals etched on glass by Jan Jura, elaborate crystal and wire chandeliers, and a wall-covering in ashes-of-roses satin. There is no honest-to-goodness iridium in the room, because iridium costs around \$196 an ounce, and not even the St. Regis is that rich. Iridium, however, is a fitting symbol of the room's rare elegance.

It is the same room, by the way, which rather austere housed the King Cole mural last year. The present transformation was admirably wrought by Anne Tiffany.

At nine and twelve each night, the Iridium Room puts on a two-part show, with dances by an Albertina Rasch group, and songs by Mrs. Alexander Cochrane Forbes. "Sunny" Forbes sings two lyrics written specially for the room by Vernon Duke—"I'll Never Lose You" and "New York After Dark."

And then, of course, there is Emil Coleman's orchestra during the entire evening, enthroned against a brilliant mirror-panel, and giving New Yorkers more and more rhumbas to do than ever.

Second Thought

• We ought to be ashamed of the fact that a few issues ago there was an inaccuracy in our report of the Roger Smith Bar—but, as a matter of fact, we are glad of an excuse to tell you more about it. It is, as we said before, a four-way restaurant, with a tea-room, grill, and fountain service down-stairs and a bar and lounge on the main floor. The first three are open for lunch and the afternoon, and the bar and lounge, as we did *not* say before, are open for dinner as well. What's more, they have an inviting masculine atmosphere with comfortable leather-upholstered banquettes, and there is a daily special that is wheeled up to your table in a wagon, all hot and steaming and as good as it sounds. The tables are not crowded together in the deplorable fashion of so many restaurants, and, altogether, we should think that men

would like it so well that there wouldn't be any room for women. Probably we ought to be grateful that they tolerate us there at all.

For Gourmets Only

• In spite of the fact that there are innumerable restaurants in New York, there are comparatively few where one goes for FOOD. We mean really epicurean food, prepared with knowledge and served with distinction. One of these is the Café Louis XIV., in Rockefeller Center, where any noon or night you will see a gathering of smart New Yorkers mixed with some of our best gourmets. Monsieur Durand presides and takes a special interest in your selection of dishes—as a good host should. There is just enough music, and an attractive bar on the balcony. If you are taking a guest out and want to make an impression, you couldn't do better than to go here.

Dress or Don't Dress



• Every day or so some one asks us where we can go for a good (but conservative) floor show without dressing; or a nice lady, with a look of firm respectability, asks us where she can take her college daughter and a group of friends for dinner and dancing. And maybe you think we don't know the answer? As a matter of fact, we know several, but the one most on our mind just now is the Bowman Room at the Biltmore, which has just been done (Continued on page 40)

In her drawing room on the Avenue —

The gray haired woman looks a Queen indeed—because her hair has been so expertly cut and styled, before her Permanent, by R. Louis artists.

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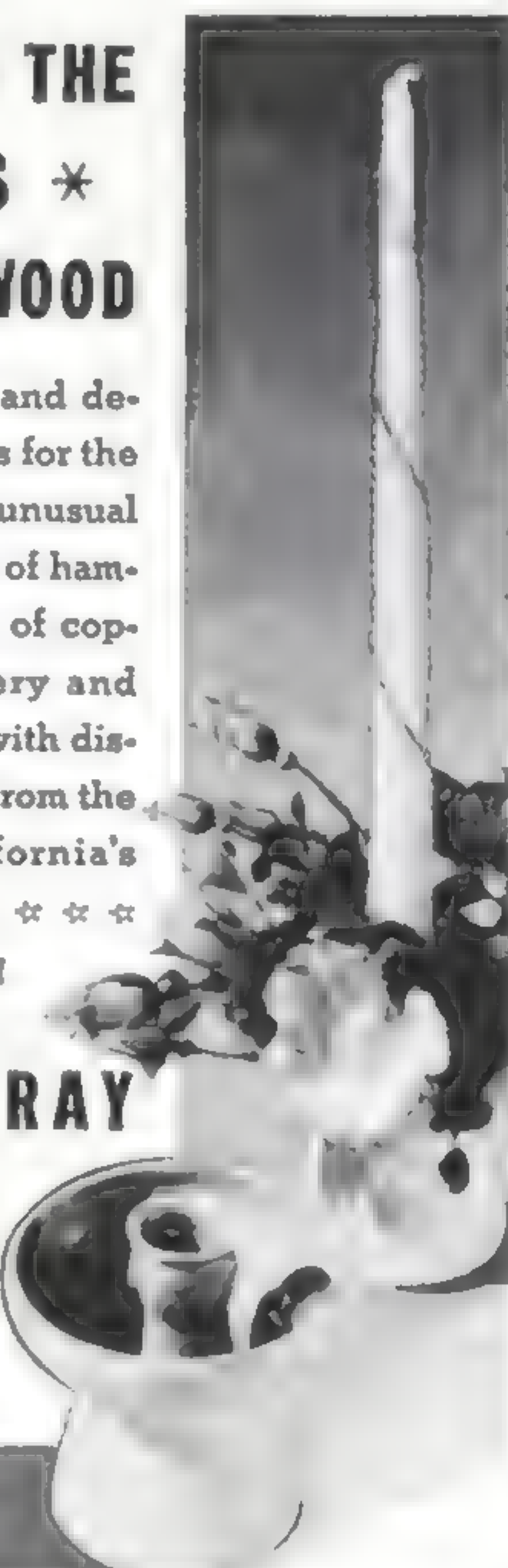
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FOR THE HOLIDAY SEASON, A DISTINCTIVELY SMART COIFFURE, CREATED FOR YOU BY CHARLES OF THE RITZ
 OUR FINGER WAVES ARE \$1.50

(Continued from page 39) over into as pleasant a place to spend the evening as we can think of. Russ Morgan's orchestra plays, which pleases all the young things, and there is an incredible prestidigitator and an engaging Continental singer, which please both the young and the older ones. And we don't need to tell you that dinner is beyond criticism in any room at the Biltmore.

Uptown topic

• The Upper East Side, though long acclaimed for its important residents and their important houses, has never been admired for its good places to eat. We mean above Sixty-Fifth Street, where things get statelier and more like Newport, and where it has probably been thought idle, in the past, even to consider opening a public restaurant.

A month or so ago, however, the Café Montparnasse came into being at 50 East Seventy-Ninth Street, to prove that the U. E. Sider has really needed nothing, so secretly and so much, as a place where he could go OUT to dinner. The night we were there the proof was positive, with every last table taken.

Boldly coloured in red, white, blue, and cream, the high-ceilinged bar and spacious dining-room at the Café Montparnasse were decorated by Vernon McFarlane, who gave the Morocco its zebra-motif and many another restaurant in the 50's its endearing charms. A unique detail in the arrangement of the Montparnasse is how long it takes you to realize that the wall-opening between the rooms is not a mirror, but an illusion.

Nino, Henry, and Mike are the three proprietors of the Café, and we commend you to their cordial care. We also commend you to *Cerises Jubilé*, a delicious compote of blazing cherries, which makes you look awfully important when the waiter brings it to your table. Finally, we

commend you to the agreeable dance music of Joseph Smith's orchestra, which starts playing in the evening at 7:30.

Henry, of the proprietary trio, is so rightly enthusiastic about their business that he is already telling about the roof which the Café will ascend to next summer.

Noël at the museum

• We were up at the Metropolitan Museum a few days ago, to visit its special exhibition of glass—from 1500 B. C. to last year. The glass is in Gallery D6, and will remain on view until November 29. Beginning tomorrow, there will be Chinese robes in Gallery E15, and probably all winter long the same generous program of exhibitions, lectures, concerts, and other inspiring attractions, added to the Museum's permanent fixtures.

On our way out after the glass, what's more, we learned all about the Christmas cards which the Museum prepares for its public every year. For Christmas, 1936, they have brought out a group of twenty-four cards—some in black and white and some in colour—reproducing popular and appropriate things from the Metropolitan's entire collection. Paintings reproduced are by Mantegna, Van Eyck, and Winslow Homer ("A Winter Morning—Shovelling Out"). Red chalk drawings of angels and kings by Corregio and Perdone. Wood-cuts by Haronobu. Sculptures from the workshop of Mino da Fiesole and by Matteo Civitali. And others, simple or less simple, according to the fee. The cards are from medium to small in size, and, if we may be permitted our moment as art critic, the "Angel from an Annunciation Group," by Civitali, folds her hands very beautifully in the most attractive card of all.

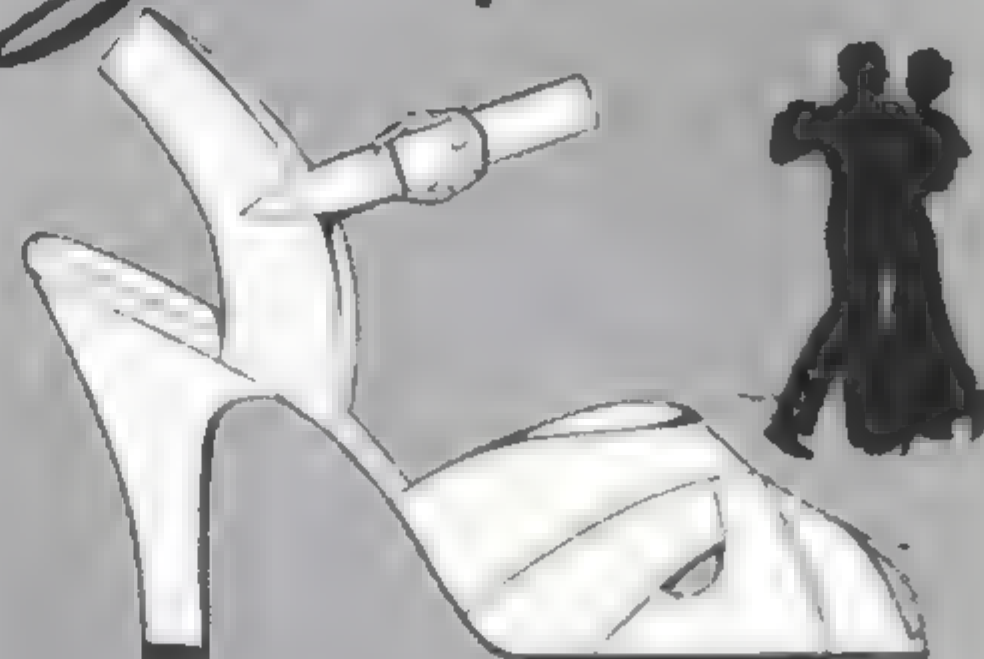
There are no legends or maundering sentiments printed on the cards anywhere. You write or print your own greetings, and may either order the cards by mail or obtain them at the Information Desk of the Museum, Fifth Avenue and Eighty-Second Street.

Musically minded

• If secretly—or frankly—you think of music as a bore, if you grow a little uneasy when you're exposed to a very long session of it, except for an occasional small emotional thrill perhaps, you really ought to do something about it. Don't despair of your æsthetic potentialities, because Madam Olga Samaroff Stokowski, who founded and is the artistic Director of the Layman's Music Courses at the David Mannes School, insists that any ear can be developed to an active appreciation of music.

Madam Stokowski first became interested in musical education some ten years ago because of the discouraging number of people at crowded concerts who were obviously not getting the enjoyment they should have from the music. So she set out to experiment in musical appreciation, and sought conscientiously for the worst possible ears for her guinea

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VOGUE COVERS THE TOWN

pigs. Oddly enough, Mrs. Theodore Steinway was her first and worst. Today, Mrs. Steinway is the president of the Layman's Music Courses, Inc., and music is one of the most important things in her life.

The Layman's Music Courses offer classes Wednesday evenings for those who are occupied throughout the day, as well as the morning classes. There are courses for those who have had some musical training, with studies of Wagner and explorations into musical literature. But if yours is an extreme case along in the rebellious or violently negative stages, take heart, for the initiation course in active listening has filtered out the horrors of technicalities and is not only quite painless, but altogether fascinating. It promises that, instead of vacuity or restlessness at concerts, you'll have what should be yours—an avid appreciation of the music itself.

You can find out about the classes, the hours they're scheduled, registration, and terms by writing Miss Alfrida Kromer, 157 East Seventy-Fourth Street, New York.

Medium-quiet cocktails



• Ercole Marchisio, the well-known director of The Marguery's Restaurant Français, has launched a new venture called The Parisian Bar, on Forty-Seventh Street, just around the corner from Park Avenue. Small and *intime*, the establishment nicely answers a long-standing need for a cocktail place that is neither too noisy nor too oppressively quiet. The unobtrusive but very enjoyable music, furnished by Charles Stea's Quartette, is practically tailor-made for the size and character of the room.

The decorations were done by "Tony" Court, whose other brain-children include Radio City's Mayan Restaurant and Promenade Café. For the new Parisian Bar, Mr. Court evolved a modern interpretation of the period between Louis XV. and XVI., in red and cream, with lavish expanses of blue mirrors set in the walls at strategic intervals. Out-and-out chairs in the bar are few, for most of the cash customers can be taken care of by the very attractive red banquettes that line the sides of the room. This arrangement, besides eliminating the patron-vs.-waiter sprawl, which usually occurs when any one tries to move about in a bar, has the added advantage of enabling everybody to see everybody else.

Mr. Marchisio has always been noted for serving some of the best comestibles the town has to offer, and his cocktails, as well as his *service à la fourchette* for luncheon, cocktail hour, and dinner in the new Parisian Bar should do much to increase his already sound reputation.

Town gossip

• Next time you are below Forty-Second Street, stop in for cocktails at the Hotel White. The Mary Murray

Room has a real fountain bordered with real flowers and is one of those rooms that doesn't seem noisy or crowded no matter how many people meet there. . . . The new Restaurant de la Paix, up at the Hotel St. Moritz, has a gay Around the World Bar, and George Sterney's orchestra plays there for dancing. . . . The Weylin Hotel is having fashion shows along with luncheon every Tuesday in the Caprice Room, with débutantes as mannequins and some of the proceeds going to charity. And the Weylin Bar, with music mixed with the drinks, is as popular as ever. . . . Eddie Davis, that popular orchestra leader, is playing at LaRue's. . . . Behind that enormous bay-window in the new Rockefeller apartment on West Fifty-Fourth Street is a restaurant in yellow and beige, where you can lunch, drink, or dine very pleasantly—even if you're anything but a Rockefeller. . . . The John Marin paintings, water-colours, drawings, and etchings are still on view at the Museum of Modern Art. . . . Theodor Szarvas is Majordomo at Le Mirage. . . . Spivy has sent out cards that she is "at home at Tony's (57 East 52nd St.) each Sunday night at eight with food and fun and guest stars and songs that scintillate". . . . Medrano and Donna are the dancing stars in the Trianon Room at the Ambassador. . . . And William Adler and Paul Taubman, the violinist and pianist, are still astonishing the guests there with their mental telepathy musical trick. . . . Eve Symington is drawing enormous crowds to the Sert Room at the Waldorf. . . . The Parisian Room at Mon Paris on 53rd Street has been entirely redecorated in a very gay manner. . . . If you are a dance enthusiast, you will be glad to hear that Guy Lombardo and his Royal Canadians are installed in the Roosevelt Grill. . . . The first of the Bagby concerts will start Monday morning, November 23, at the Waldorf. "FLANEUR"

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BIRTHS

NEW YORK

Duane—On September 21, to Mr. and Mrs. W. R. Galt Duane (Gertrude C. R. Birdsall), a son, Ralph Birdsall Duane.

Dunlaevy—On October 2, to Mr. and Mrs. James B. Dunlaevy, junior (E. Helen Thompson), a daughter.

Gately—On September 26, to Mr. and Mrs. Lewis B. Gately (Elizabeth P. Kendall), of Rye, New York, a son.

Powell—On September 29, to Dr. John Henderson Powell, junior, and Mrs. Powell (Janet Hoyt Rankin), of Bronxville, New York, a daughter, Diana Hoyt Powell.

CHARLOTTE, NORTH CAROLINA

Robertson—On October 13, to Mr. and Mrs. Jenkins M. Robertson, junior (Louise Barnwell), a daughter.

Robertson—On October 6, to Mr. and Mrs. Lewis Robertson (Augusta Rose), a daughter, May Kirkland Robertson.

CLEVELAND

Manuel—On September 24, to Mr. and Mrs. David Burton Manuel (Anne C. Meyer), a son, David Burton Manuel, junior.

Neal—On September 17, to Mr. and Mrs. Herbert C. Neal (Helen Pocock), a daughter, Barbara Richards Neal.

DENVER

Writer—On August 15, to Mr. and Mrs. Russell Writer (Anita Maltby), a son, Gray Writer.

ELIZABETH, NEW JERSEY

Cameron—On October 10, to Mr. and Mrs. D. Pierre G. Cameron (Caroline Dunbar), of South Kent, Connecticut, a daughter, Carol Meredith Cameron.

Kirkpatrick—On October 8, to Mr. and Mrs. Hugh Russell Kirkpatrick (Katherine North), a son, Hugh Russell Kirkpatrick, junior.

Urner—On September 27, to Mr. and Mrs. Stephen Keyser Urner (Nancy Kellogg), a son, Stephen Keyser Urner, junior.

NEWBURGH, NEW YORK

Wagner—On October 2, to Mr. and Mrs. John Aspinwall Wagner (Peggy Dresel), a daughter, Justine Dresel Wagner.

NEW HAVEN

Bryant—On September 19, to Mr. and Mrs. Norman Bryant (Eloise P. Gray), a daughter, Eloise Bryant.

Norris—On September 25, to Mr. and Mrs. Henry L. Norris (Helena Post Barnes), a daughter, Elizabeth Cushing Norris.

NEW ORLEANS

Wisdom—On September 27, to Mr. and Mrs. William Bell Wisdom (Mary Freeman), a son, William Bell Wisdom, junior.

PHILADELPHIA

Lloyd—On September 23, at "Carter Hall," Millwood, Virginia, to Mr. and Mrs. Stacy B. Lloyd, junior (Rachel L. Lambert), a son, Stacy B. Lloyd, third.

BIRTHS

Rebmann—On October 10, to Mr. and Mrs. Walter Rebmann (Margaret Brooks), of Bryn Mawr, Pennsylvania, a son, Godfrey Ruhland Rebmann, second.

SIOUX CITY

Kenaston—On October 1, to Mr. and Mrs. H. Ray Kenaston (Maurine Bulow), a son, William Bulow Kenaston.

TAMPA

Greening—On September 10, to Mr. and Mrs. J. Neal Greening (Nell Lee Green), a daughter, Jeanne Greening.

Hamilton—On October 8, to Mr. and Mrs. Bruce Hamilton (Janice Prince), a daughter, Janice Coe Hamilton.

TULSA

McGraw—On September 28, to Mr. and Mrs. Joseph J. McGraw (Katherine Ittner), a daughter, Teresa Kathryn McGraw.

Starkey—On October 4, to Mr. and Mrs. Carleton M. Starkey, a daughter, Cynthia Ann Starkey.

Talbot—To Mr. and Mrs. Charles William Talbot (Alice Schaff), a son, Charles William Talbot, junior.

ENGAGEMENTS

NEW YORK

Jay-Kinnicutt—Miss Sybil Kane Jay, daughter of Mr. and Mrs. DeLancey Kane Jay, of Westbury, Long Island, to Mr. Francis P. Kinnicutt, of New York and Far Hills, New Jersey, son of Mr. and Mrs. G. Hermann Kinnicutt.

Leonard-Pell—Mrs. Thecla M. Barker Leonard, daughter of Mr. and Mrs. Reginald Astley Barker, of London, England, and New York, to Mr. Robert Thompson Pell, son of Mr. and Mrs. Stephen H. P. Pell, of New York and Fort Ticonderoga, New York.

BUFFALO

Rodgers-Bixler—Miss Agnes Macaulay Rodgers, daughter of Mrs. John Gilmour Rodgers, to Mr. Herbert Edwards Bixler, son of the Reverend James Wilson Bixler and Mrs. Bixler, of Jaffrey and Exeter, New Hampshire.

CLEVELAND

Burke-Sherwin—Miss Kathleen Burke, daughter of Mr. and Mrs. Edmund S. Burke, junior, to Mr. James Nelson Sherwin, son of Mr. and Mrs. George Nelson Sherwin.

Foster-Apple—Miss Helen Alma Foster, daughter of Mr. and Mrs. Herbert W. Foster, to Mr. Robert A. Apple, of Indianapolis, Indiana, son of Mrs. W. A. Apple, of Red Oak, Iowa.

McMillan-Henry—Miss Jean McMillan, daughter of Mrs. Samuel E. Strong, to Mr. Alfred J. Henry.

Peck-Jenks—Miss Carolyn Cogswell Peck, daughter of Mr. and Mrs. John Sherman Peck, to Mr. Maurice L. Jenks, junior, of Cambridge, Massachusetts, son of Mr. and Mrs. Maurice L. Jenks, of White Plains, New York.



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ENGAGEMENTS

DENVER

Barkalow-Lakas—Miss Caroline Barkalow, daughter of Mr. and Mrs. Denise Barkalow, to Mr. Wilbur M. Lakas.

McMurtry-Aitken—Miss Caro McMurtry, daughter of Mrs. John McMurtry, to Mr. Leonard L. Aitken, junior.

EVANSTON

Mills-Hopkins—Miss Marjorie Adelaide Mills, daughter of Mr. and Mrs. Edwin S. Mills, of Evanston, Illinois, to Mr. Lambert Arundel Hopkins, junior, son of Mr. and Mrs. Lambert Arundel Hopkins, of Santa Barbara, California.

GLEN ARM

Edelen-Scarlett—Miss Anne Gardner Edelen, daughter of Mr. and Mrs. John Walbach Edelen, of the "Homestead Farm," Glen Arm, Maryland, to Mr. William George Scarlett, junior, son of Mr. and Mrs. William George Scarlett, of Guilford, Maryland.

NEW ORLEANS

Felder-de la Vergne—Miss Betty Felder, daughter of Mr. and Mrs. Paul Felder, to Mr. Jules de la Vergne, son of the late Hugh de la Vergne and of Mrs. Henry Landry de Freneuse.

TULSA

Rudolf-Moody—Miss Suzanne Rudolf, daughter of Mr. and Mrs. Frank McKee Rudolf, of Tulsa, Oklahoma, to Mr. Dale Moody, of Oklahoma City, son of Mr. and Mrs. W. E. Moody, of Cushing, Oklahoma.

WATERTOWN, NEW YORK

Taggart-Adams—Miss Florence Ely Taggart, daughter of Mr. and Mrs. Byron B. Taggart, to Mr. William R. Adams, son of the late Thomas S. Adams and Mrs. Adams.

WEDDINGS

NEW YORK

Ford-Humphreys—On October 3, Mr. Frederick Ward Ford, son of the late Frederick W. Ford and Mrs. Ford, of Morristown, New Jersey, and Miss Suzanne Humphreys, daughter of Mr. and Mrs. Landon Humphreys, of Far Hills, New Jersey.

Schreiber-Prime—On October 20, in Saint Bartholomew's Church, Mr. Tell Carroll Schreiber, junior, son of Mr. and Mrs. Tell Carroll Schreiber, of Short Hills, New Jersey, and Miss Pamela Prime, daughter of Mrs. Shaw Kennedy Coleman, of New York, and of Mr. William A. Prime, junior, of Cedarhurst, Long Island.

BOSTON

Bangs-Frothingham—On September 12, in Saint John's Episcopal Church, Mr. James Outram Bangs, son of Mr. and Mrs. Francis R. Bangs, of Boston and Nahant, Massachusetts, and Miss Dorothea Frothingham, daughter of the late Theodore Frothingham and Mrs. Frothingham.

WEDDINGS

Cutler-Shaw—On September 3, in Christ Episcopal Church, Myopia, Massachusetts, Mr. Donald F. Cutler, junior, son of Mr. and Mrs. Donald F. Cutler, of Dover and Marion, Massachusetts, and Miss Nancy Sherlock Shaw, daughter of Mr. and Mrs. Quincy A. Shaw, second, of Prides Crossing, Massachusetts.

CHARLESTON, WEST VIRGINIA

Sheets-ver Steeg—On September 30, in the First Presbyterian Church, Charleston, West Virginia, Mr. Lester L. Sheets and Mrs. Marie Byrne ver Steeg, daughter of Mr. and Mrs. W. E. R. Byrne.

CLEVELAND

Dunn-Hine—On September 14, Mr. Thomas Wilson Dunn, of Bryn Mawr, Pennsylvania, son of Mr. and Mrs. Edward Dunn, of Boston, Massachusetts, and Miss Nancy Hine, daughter of Mr. Charles P. Hine.

Hobbs-Parmely—On September 19, Mr. Frederick Hamlin Hobbs, junior, of Columbus, Ohio, son of Mrs. Frederick H. Hobbs, of Norfolk, Virginia, and Miss Elizabeth Parmely, daughter of Mr. and Mrs. Benjamin Parmely.

DENVER

Fuller-Williams—On September 14, Mr. John Fuller and Miss Katharine Williams, daughter of Dr. Sherman Williams and Mrs. Williams.

DETROIT

Bonney-Miller—On September 15, in the Little Church around the Corner, New York, Mr. John Lawrence Vick Bonney, son of Mrs. Edward Winslow Campion, of New York, and of the late John Lawrence Vick Bonney, and Miss Mary Caroline Miller, daughter of Mr. and Mrs. Sherman Ralsey Miller, junior, of Detroit, Michigan.

EAST ORANGE

Fowler-Delapierre—On October 2, Mr. Charles Woodruff Fowler, son of Mr. and Mrs. George S. Fowler, of Glen Ridge, New Jersey, and Miss Suzanne Delapierre, daughter of Mr. and Mrs. Herbert B. Delapierre, of East Orange, New Jersey.

ELIZABETH, NEW JERSEY

Moffitt-Moore—On October 3, Mr. Walter V. Moffitt, son of the late Reverend William A. Moffitt and Mrs. Moffitt, of Chattanooga, Tennessee, and Miss Martha Meredith Moore, daughter of Mr. and Mrs. Edgar Benjamin Moore.

GREENWICH

Reilly-Goldmark—On September 4, in the rectory of Saint Mary's Roman Catholic Church, Greenwich, Connecticut, Mr. Thomas Maher Reilly, son of Mr. and Mrs. Stephen John Reilly, of Stamford, Connecticut, and Miss Janet Goldmark, daughter of Mr. and Mrs. James Arthur Goldmark, of Greenwich.

(Continued on page 44)

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SOCIETY

WEDDINGS

LANSFORD, PENNSYLVANIA

Richards-Lewis—On October 10, Mr. William E. Richards, junior, son of Dr. William E. Richards and Mrs. Richards, and Miss Ruth Helene Lewis, daughter of Mr. and Mrs. Thomas D. Lewis, of "Edgemont," Lansford.

LINCOLN, NEBRASKA

Easterday-Everett—On October 2, Mr. Donald Philip Easterday, son of Mr. and Mrs. Philip R. Easterday, and Miss Betty Everett, daughter of Dr. Harry Harding Everett and Mrs. Everett.

LYNCHBURG, VIRGINIA

Collins-Lewis—On October 24, in Saint John's Church, Lynchburg, Mr. Edson W. Collins, of Bainbridge, New York, and Miss Marion Armistead Lewis, daughter of Mr. and Mrs. Langhorne Dabney Lewis, of Lynchburg.

NEW HAVEN

Fenn-Barnes—On September 16, in Saint John's Episcopal Church, Mr. Russell Sargent Fenn, junior, son of Mrs. Lawrence Whitney, of Brookline, Massachusetts, and of Mr. Russell Sargent Fenn, of New Haven, Connecticut, and Miss Frances Phipps Barnes, daughter of Mr. and Mrs. Frank Goffe Phipps Barnes, of New Haven.

Taylor-Cooksey—On September 17, in Marquard Chapel, Yale Divinity School, Mr. John Taylor, of New York City, son of Mr. and Mrs. Edward L. Taylor, of New Haven, Connecticut, and Miss Barbara Cooksey, daughter of Mr. and Mrs. Chareton Dows Cooksey, of New Haven.

PHILADELPHIA

Davis-Henry—On September 26, in Saint Peter's Church, Philadelphia, Pennsylvania, Mr. Edward Morris Davis, third, son of Mrs. Isaac R. Davis, of "Pen-y-Bryn Farm," Spring House, Pennsylvania, and Miss Mary Gibson Henry, daughter of Dr. J. Norman Henry and Mrs. Henry, of Gladwyne, Pennsylvania.

SAN FRANCISCO

Musto-Johnson—On October 21, at Newman Hall Chapel, Berkeley, California, Mr. Joseph Clarence Musto, son of the late Clarence Enrico Musto and Mrs. Musto, of San Francisco, Califor-

WEDDINGS

nia, and Miss Kathleen Margaret Johnson, daughter of Mr. and Mrs. Samuel Orle Johnson, of Berkeley, California.

TAMPA

Hobbs-Keller—On October 7, Mr. William Franklin Hobbs, son of the late Edward Hobbs and Mrs. Kate Hobbs, and Miss Sarah Lykes Keller, daughter of the late Gordon Keller.

TULSA

Leland-Pearce—On August 22, in Westwood Village, California, Mr. Albert Leland and Mrs. Ralph Dent Pearce, of Pasadena, California.

UTICA

Butler-Kernan—On October 10, Mr. Gilbert Butler and Miss Mary Kernan, daughter of Mr. and Mrs. Francis K. Kernan.

WASHINGTON, D. C.

Allen-Minnigerode—On October 9, in Saint Margaret's Church, Washington, D. C., Mr. Frederick Henry Allen, son of Mrs. Dangaix Allen and Dr. William H. Allen, of New York, and Miss Helen Louise Minnigerode, daughter of Mr. and Mrs. George Carter Minnigerode.

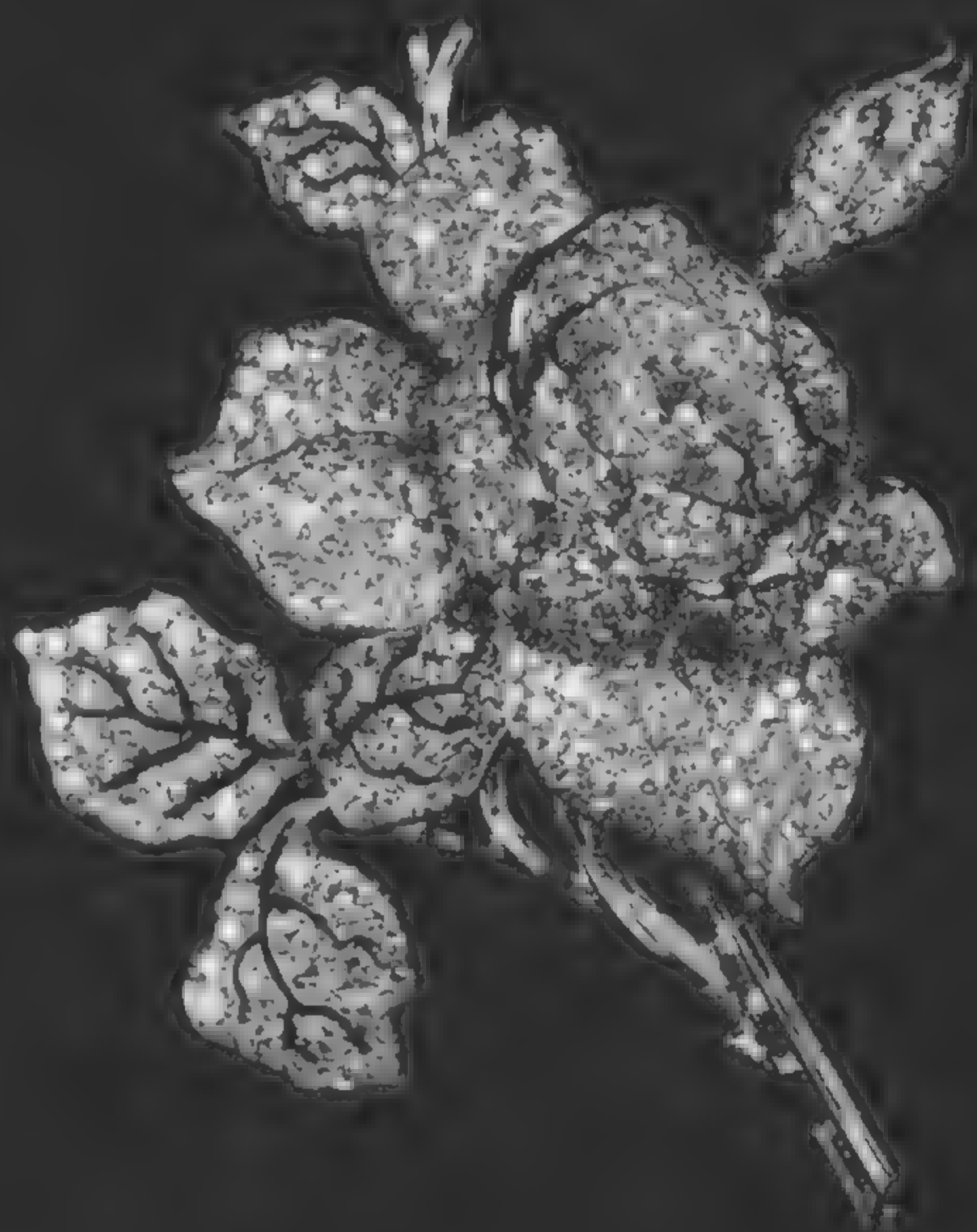
Weller-Alfaro—On September 23, in Saint Matthew's Church, Mr. Frank Harlow Weller, son of Mrs. Francis R. Weller, and Señorita Amelita Victoria Alfaro, daughter of Señor Dr. Ricardo J. Alfaro, former Minister of Panama in Washington, D. C., and of Señora Alfaro.

WATERBURY

Marshall-Coe—On September 19, Mr. George Daniel Marshall, junior, son of Mrs. George D. Marshall, of Cleveland, Ohio, and Miss Mary Esther Coe, daughter of Mr. and Mrs. James Robert Coe, of Watertown, Connecticut.

WAYLAND, MASSACHUSETTS

Stevens-Stone—On September 26, in the First Parish Meeting House, Wayland, Mr. Arthur Pelham Stevens, son of Mr. Joseph Earle Stevens, of Tuxedo Park, New York, and New York City, and Miss Dorothy Stone, daughter of Mr. and Mrs. James Sidney Stone, of "Hazelbrook Farm," Wayland.



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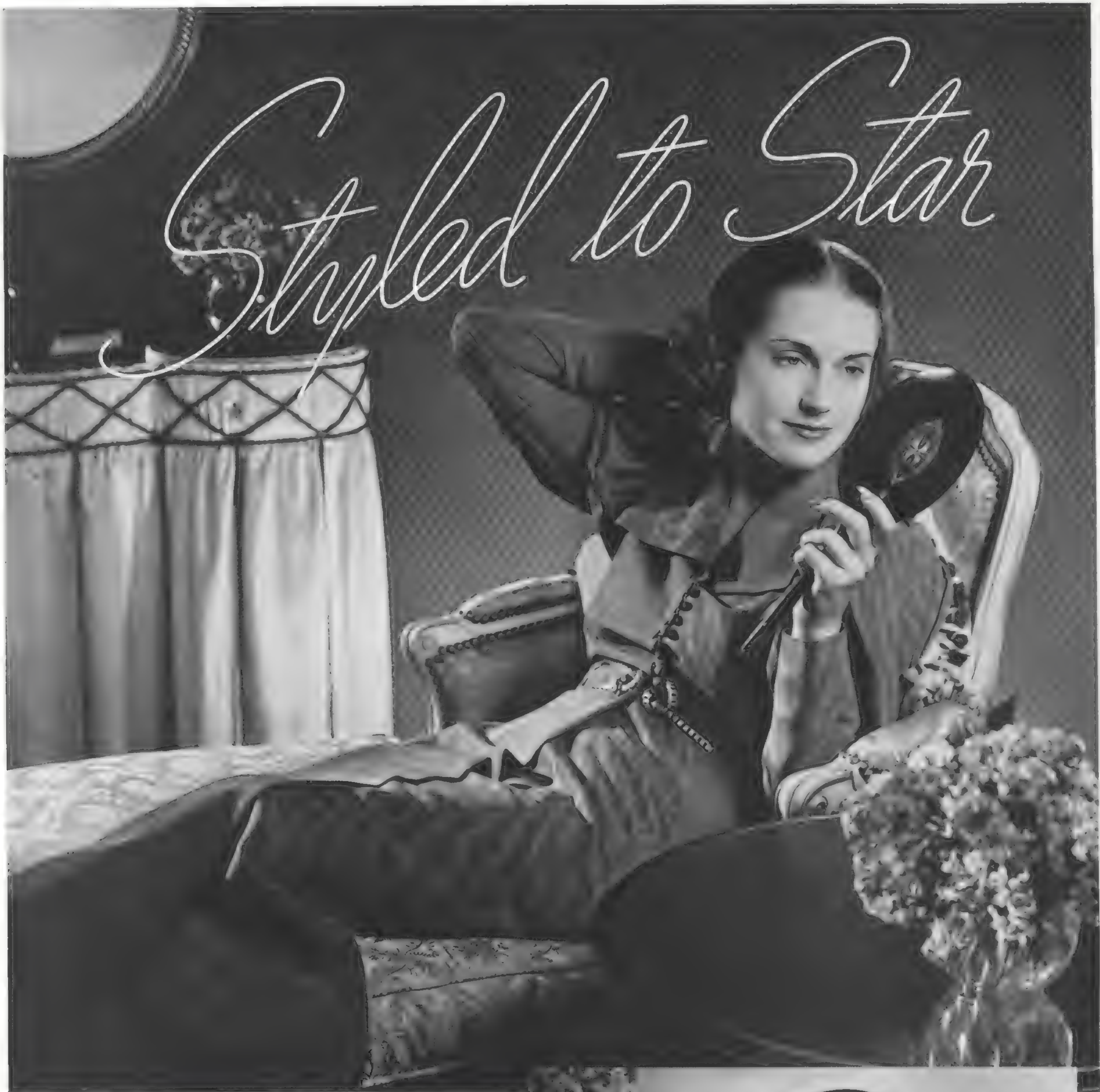
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Advertisement

VOGUE

INCORPORATING VANITY FAIR

IS PUBLISHED TWICE A MONTH

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ONE OF CHARLES JAMES OF LONDON'S SPELL-BINDING CAPES IS FLUNG ACROSS THE FACE OF THIS ISSUE. HORST PHOTOGRAPHED IT, SWEEPING IT WIDE TO GIVE THE FINE FULL FLARE FROM THE NEAT SHOULDERS; LIGHTING THE SATIN LINING SO IT LOOKS AS GLEAMING AND STIFF AGAINST THE FAILLE BENGALINE AS IT ACTUALLY IS. WITH IT, VIONNET'S BEAUTIFUL WHITE CRÊPE DRESS, GIRDLED WITH GOLD LEATHER LEAVES, CAPE AND DRESS; FROM HATTIE CARNEGIE; I. MAGNIN, CALIFORNIA

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THERE ARE THREE VOGUES, AMERICAN, FRENCH, AND BRITISH
ELIZABETH W. PENROSE-EDITOR OF BRITISH VOGUE-MICHEL DE BRUNHOFF-EDITOR OF FRENCH VOGUE
EDNA WOOLMAN CHASE-EDITOR-IN-CHIEF OF THE THREE VOGUES

No. 739 — The girl below has on a Lanz-designed ski jacket which fastens with a zipper and may be worn single- or double-breasted.

WAMSUTTA PARKA CLOTH



- WOVEN BY WAMSUTTA
- MADE BY WHITE MT.
- DESIGNED BY LANZ

and other sportswear experts

Now for the first time you can be sure that your winter sport clothes are authentic in every detail of their fabric, making and design.

Woven by the famous Wamsutta Mills. Made by the White Mountain Mfg. Co. of Plymouth, New Hampshire. Designed by Lanz of Austria and other internationally famous authorities. That is the unequalled combination of expert, specialized weaving and workmanship guaranteed by this label. It appears only on garments of gen-

uine Wamsutta Ski Fabric or Parka Cloth, both of which are wind-proof and made water-repellent by the famous duPont Aridex Process.

These illustrations show several of the White Mountain Company's newest Wamsutta-woven ski garments. If your nearest dealer is not included in the stores listed here, write us direct for prices and complete information.

WHITE MOUNTAIN MFG. CO.
PLYMOUTH, NEW HAMPSHIRE



No. 737 — This ski jacket has a detachable hood. Also convenient shoulder-straps so that you can throw it back for easy carrying when climbing.

WAMSUTTA SKI FABRIC



No. 730 — This is the standard White Mountain parka with an elastic hood, drawstring at waist and zipper throat.

WAMSUTTA SKI FABRIC and
WAMSUTTA PARKA CLOTH



No. 734 — Lanz also designed this very smart new wind-breaker of quilted Ski Fabric with pipings of contrasting colors. May be worn under your parka.

WAMSUTTA SKI FABRIC



No. 732 — A double-breasted ski jacket with side fastening and diagonal pockets. It may be buttoned across at the throat and worn single-breasted.

WAMSUTTA SKI FABRIC

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Minneapolis	The Dayton Co.
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Vogue's-eye view
of more taste
than money

True Economies



Pay more; buy less. Kick not at \$25 for a bag when it will outlast five cheap ones. What looks like a hold-up in the beginning is generally a bargain in the end.

Better a full price for an incoming fashion than half price for an outgoing one.

Have one great extravagance, and sacrifice for it. Be, perhaps, famous for your many hats, though you wear one suit years.

Be true to one basic colour all season, so all goes with all. Make it black, this year—we show you how on pages 84-7.

Travel where currency has tumbled: France, Italy, Switzerland. Enlarge your flat with mirrors, instead of rent (see pages 88-9). Serve raw vegetables with drinks instead of expensive, fancy snacks.

Copy the men. Go to good tailors for your suits. Collect classics. Build up a reserve fund of clothes you can fall back on at any time—the back-log on pages 74-5 tells how.

Splurge on a valuable brocade evening jacket. Own a house-coat to save dining-out clothes. Set your dinky diamonds with huge crystal motifs—to make a splash. Subscribe continuously, not haphazardly to Vogue—and never miss anything.



False Economies

Buy something in haste for that party to-night, only to repent to-morrow over the White Elephant that you've acquired.

Bring home anything you don't love. What you don't love, you won't wear, and the dress that never comes out of your closet is the costliest of all.



Try to stretch dollars by getting two models for the price of one, only to find you're gypped by shoddy fabrics that fade, shrink, stretch, sag, or sit out in a few short weeks. Being niggardly about cleaning and pressing—which never, never pays.

Hire a cheap, incompetent maid who wastes your food and is hard on your clothes.

Spend your all on a pretentious address. Ruin your looks with a cheap permanent.

Hang on to an old seal jacket—hoping to wear it on bad days—instead of cutting it up for a fur bag, mittens, and pill-box.

Pay too little for street or sports shoes. Pay too much for dance slippers when they only get stepped on anyway. Buy stockings one pair at a time so you never can mate the uninjured one. And go blithely out into the rain without your rubbers!





MONDAY NIGHT AT THE METROPOLITAN by Reginald Marsh



THE New York season has begun with violent pleasure. By now it has a pachyderm sway, a mounting excitement. The place has a monkey madness, a rushing extravagance of motion and of money, of places to go and things to see of the theatre, the galleries, the night-places, the concerts, and the parties. And here they are.

In the theatrical ring: See the Napoleons, the grand duchesses, the chorus girls, and the Greeks. See John Halliday and Marta Abba in "Tovarich," playing a Russian Grand Duke and his Duchess, who long to remain forever with the bourgeois as butler and parlour-maid. Watch them play, with a feather-duster touch, this essence of light comedy, warm, nostalgic, gossamer. See them give up champagne and caviar for a life of beer and skittles. Note how carefully free of a senseless snobbery, of aristocratic bad taste, this guileless comic notion remains, and, above all, see Cecil Humphreys, the handsomest man in the cast as the elegant Soviet Commissar.

See John Gielgud do a rousing lopsided, keen-edged Hamlet. See Leslie Howard as Hamlet, doing less coloratura acting than Gielgud, playing the comic lines for their full comic value. See him in an eleventh-century production, and see Gielgud in the satins of Van Dyck. See Gielgud alternate between a bracing intellectual clarity and an uncomfortable spiteful hysteria, a Hamlet without any of the essential dignity, an English adolescent with a mature English mind. See him do Hamlet with an exciting wrought-up vengeance, neurotic; Hamlet without a silver cord. Hear the ghost of Hamlet's father coming from a loud-speaker, sounding like Beetle in Phil Baker's radio program. See Gielgud's profile.

See Maurice Evans in "St. Helena," as Napoleon without the strut, tired, tolerant as a man can be with trouble with his liver. Wait for the moment when Napoleon at dinner wonders intellectually whether it might not have been better if he had died at Moscow, hear his court demur, suggesting better places. Notice how the rest of the actors, all good, have the usual fault of actors in costumes, that unreality, much like lamb-chops in white frills.

See the lovely Kay Picture dancing enchantingly in "Red, Hot, and Blue." See Margaret Sullavan from Hollywood belittling Hollywood in the Kaufman-Ferber skinny comedy, "Stage Door." See Beatrice Lillie swing out from the audience in "The Show Is On." See Gertrude Lawrence and Noel Coward in "To-Night at Eight-Thirty."

REGINALD MARSH prefers to paint crowds, ranging from the Opera to Burlesque. (He keeps a telescope in his studio on crowded Fourteenth Street through which he spies on passers-by.) His life includes birth in a small room over the Café du Dôme in Paris, Yale graduation, and representation at many museums. He is now having his fourth one-man show, this time at the Frank Rehn Galleries, where this painting now is



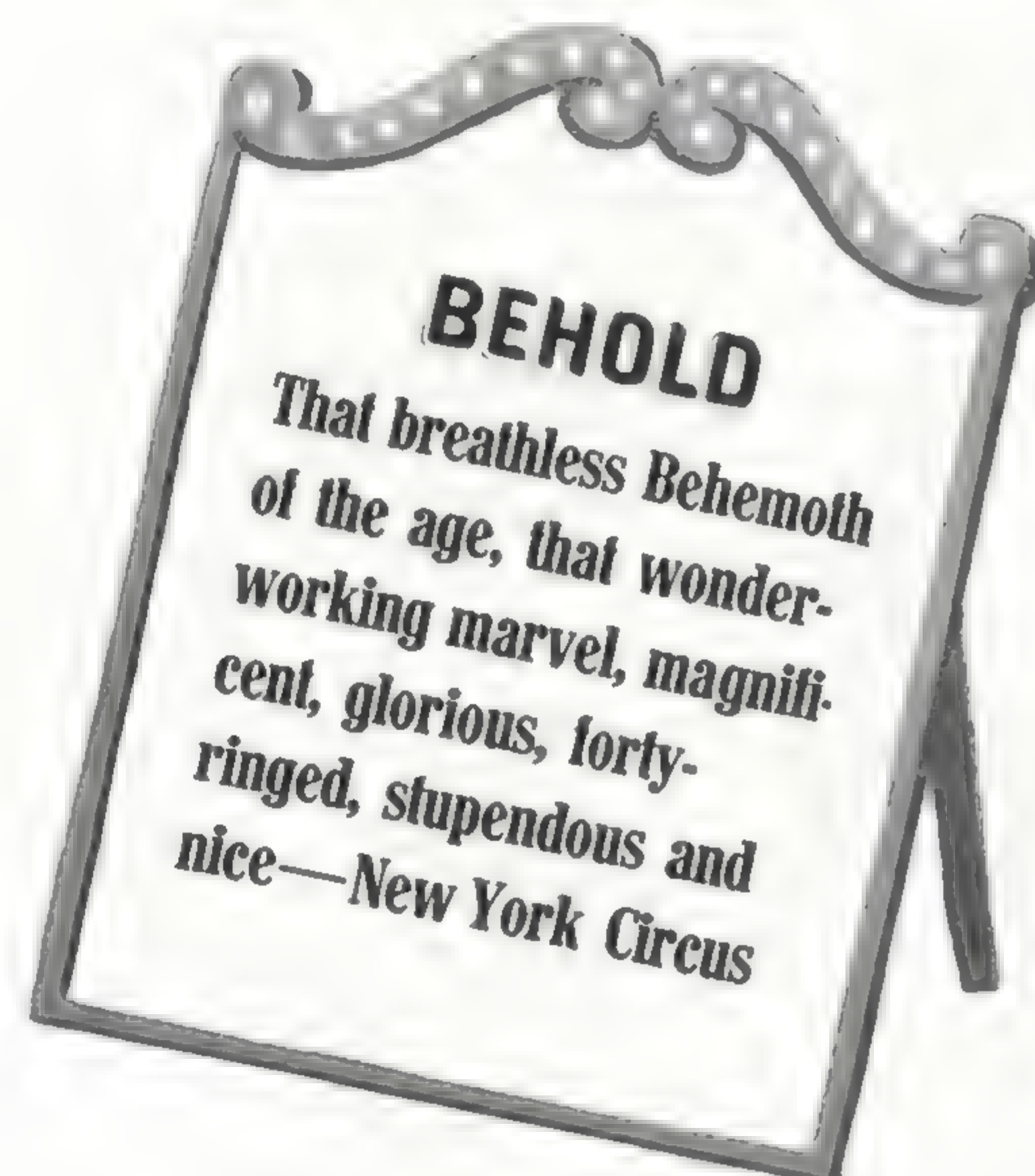
In the Art Ring: See John Marin exhibit his shorthand water-colours, his Maine landscapes, his etchings, his whole career since the days when Edward Steichen threw him into the arms of Stieglitz, who has ever since manœuvered him to fame, free from money worries. See his show at the Museum of Modern Art. See Chirico, himself, and his troupe of varied styles at the Julien Levy Gallery. See him follow his formula of broken pediments, columns, faceless statues, malicious horses with thin beautiful nostrils, figures alone on a pink *plage* in theatrical solitude. See, in addition, his pictures of fruit, dark, luminous; see his portrait of himself; see his skill in pure painting technique; and see, if you can, this Sicilian himself, who was born in Greece, a stooped figure now, of almost fifty, with greyed hair, rugged features, and a mumbling voice; Chirico, one of the parents of Surrealism.

See the Picasso show at the Jacques Seligmann galleries, a show of just the pink and blue periods, see the comedians and see the starvelings, haggard, just rags and bones and bottles, see above all his "Woman in White." See the magnificent candle-lit paintings of Georges de La Tour and the Brothers Le Nain at Knoedler's. See the brilliance of de La Tour's vermillion, his sulphur-yellow, his bas-relief figures. See the work of this seventeenth-century painter, whose paintings are always being attributed to some one else.



In the Night-Club Ring: See the crowded blare of blue, with every place a mash of faces, noisy, rushing. See El Morocco, a fog of blondes, yipping to each other. See John Perona, the owner of the place, see the same faces and the new decorations. See the Stork Club, a swaying huddle. See Sheila Barrett at the Rainbow Room, the most amusing entertainer in town, do a loony Lynn Fontanne as Ophelia. Her skits are funny, her mimicry witty, full of mood and mind. See the De Marcos, pointed as arrows, at the Persian Room, with Eddy Duchin at the piano, his fingers almost too lazy to find the keys.

See Paul Draper at Pierre, dancing. See the rest of the ball-room dancers whom we can not bear to look at since the dancing Hartmans unfrocked their colleagues with bitter burlesque. See the Iridium Room at the St. Regis, all white metal and ashes-of-roses glass (there isn't a speck of iridium, which costs about two hundred dollars an ounce). See how it flatters every one, now that the grey elephant-ear effect of the King Cole Room has been banished. Hear Sunny Forbes, tall and blond, who is really Mrs. Alexander Cochrane Forbes, sing. See Twenty-One with the management more crabby than ever, and rightly because it is still the most amusing spot in town after theatre. It is all bursting, and the faces have a conscious prominence—the faces that go to make up New York Circus.







HORST

PRE-WAR ECHOES

Nostalgic remembrances of pre-War gaiety, of Irene Castle whirling and gliding her lovely way through “Watch Your Step,” hang like an aura over this evening dress of black tulle. Layers of dusky tulle, fragile as mist, make the skirt that foams from knee-length in front—where it reveals an ice-white sheath of satin—to the heels in back. A clump of white roses accents the bosom, a feather swirls from a sequin band, and her Aris suède gloves reach to her elbow. Bergdorf Goodman • Miss Mary Taylor, opposite, in a gown of rose-pink slipper satin with the sheen of polished chromium. Three enormous roses are set high at one side of the sleek, double-strapped bodice, and the skirt fans out in fabulous folds; from Henri Bendel. Coiffures by Guillaume of Elizabeth Arden. Jewels on both pages from Marcus



Dining out, with the party small and intimate. For this blending of formality and casualness, a shimmering mauve-pink satin dress with its Boldini décolletage accented further by puffed sleeves. Best; Neiman-Marcus. Or the tranquil beauty of black crêpe, short-sleeved and beaded in black; Russeks. Either will cost you less than one hundred dollars



Dining in before your fire, in the indulgent quiet of an evening at home. And you within the soft black folds of a flannel house-coat that has, as the only relief to its stark simplicity, a great wide belt of myriad-coloured leather, picked out in gold. All this luxury costs under forty dollars and is from Bonwit Teller; Marshall Field; I. Magnin, California

EXTRAVAGANZA

- It is post-election in New York, pre-coronation in London, and devaluation in Paris. Perhaps it's indicative that the waiting list for the China Clipper leaps to five hundred. That in New York you can't drop in any place from the Persian Room to the Cotton Club without running into standing room only. That silver fox deluges women everywhere. That "Red, Hot, and Blue" is sold out six weeks in advance. That every one is dressing up and having fun—come what may.

- Perhaps it's a commentary on the times that Duveen has sold one woman this year two million dollars' worth of pictures. That a chinchilla coat goes for twenty-five thousand dollars and a round fur hat for a round hundred. That, out in Idaho, a fabulous ski hotel is being built by Mr. W. A. Harriman that provides swimming and skiing in the same breath. That a new air yacht, almost as spacious as Madison Square Garden, is moored at Mr. W. K. Vanderbilt's. That four new magazines are being piled on crowded newsstands. That Mrs. Cole Porter has the world's most de luxe cigarette-case: on one side the sun, all diamonds and rubies; on the other, the moon in platinum. That a seventeen-thousand-dollar car is exhibited (and sold) at the automobile show. That some one in Honolulu sends some one in New York by air a lei of fresh white *pikake* (*jasmine*). That some people think nothing of paying five dollars for a cake of soap.

- Perhaps it's noteworthy that Gertrude Lawrence has about forty new Norman Hartnell dresses. That lamé afternoon dresses show under the fur coats of Mrs. Craig Biddle, Mrs. Lewis Milestone, and other Colony-ites. That at the Opening of Bourdet's play in Paris, Madame Sert wore sequins; Schiaparelli, a gold-embroidered jacket; Chanel, a velvet dress buttoned with real jewels. That the Hon. Mrs. Fellowes' new clip is a sapphire Mercury wing.

- Perhaps it's prophetic that, in Paris, Herz is concentrating on gold jewellery (devaluation having made gold more expensive and, ergo, more desirable). That Herz's latest stunt is to set uneven-sized stones in gold, like the flagstones in a terrace: round, oval, and square emeralds, for instance, in a wide gold necklace and bracelet. That milky-white onyx set with pearls compose a set of bracelet, ring, and clip—the bracelet wide and concave with three strings of pearls chained around the middle. That the newest clip in this house is a flower—an enormous gold flower with its great petals paved with topaz—for still we have flowers.

- Perhaps it's interesting that a London hostess orders Reuben's in New York to send over on the *Queen Mary* four of his famous cheese-cakes. That houses and flats in London are bringing prices as fantastic as five hundred pounds per week for the coronation. That two of the most fabulous clips in London are each made of one enormous marquise diamond in an invisible setting. And that three of the current matinée idols in New York are beautiful Englishmen.

NIGHT OF DECEMBER 21—On that night, the baton will swing down on the opening opera of the Metropolitan's new season. Just as the house-lights are dimmed, we'd like to see a woman sweeping into her gilded box, dressed like this: a gown of purple silk jersey, flowing into proud folds, dark and vibrant against her skin and pale suède gloves, and arching over her head, dark plumes held on by a velvet band. Dress, gloves, head-dress; Bonwit Teller; I. Magnin, California






Lamé dinner-jacket
and velvet skirt.
See where the skirt stops!
(Bergdorf Goodman)

Reboux's triangular hat
(Germaine Vittu)
Necklace news: strings of
coral and pearls

Agnes's suede beret
collapsed over ear.
World's shortest jacket
of Persian lamb.
(Bergdorf Goodman)

Worth's
lamé bag
(Bonwit Teller)



Sequin
head-dress
to shine
at dinner
(Silly Dache;
Marshall Field)

Roses and tulle
for opera nights
(Silly Dache;
Marshall Field)

Armful of jade
and diamonds
(Olga Tritt)
Knox's De Luxe Hat
felt pill-box
for pompon

Edith



Débutant Sons

YEARS ago when I wistfully asked my unsocially-minded mother when I was going to "come out," she replied:

"All the coming out you will do, my dear, will be upon the front stoop."

Which is what most parents think in relation to the social début of their sons, though to launch a daughter they may be willing to embark on an elaborate campaign. Perhaps freshman year at college might be called a boy's début. Here, for the first time, he can come and go as he pleases without answering nosy or anxious questions from mother and the house master. And somehow when he returns home for the Christmas holidays, he has learned how to dance, to keep his finger-nails clean, to have invitations by the car-load, and to prefer any roof but the parental one. He has come out.

But not so in New York—or in those other cities which take their *Social Registers* seriously.

It seems that just being a nice Yale boy with top-hat, white tie, and tails is not enough to be invited to a début dinner-dance at Pierre's. To begin with, he must have been sent to one of the half-dozen preparatory schools on the East Side, with its valuable social friendships, and have graduated from there into the right New England boarding-school. Once there, his mother moves heaven and that friend-of-a-friend to get him invited to the Cosmopolitan and the Junior Holiday subscription dances. Automatically, he moves on to the Middle Holidays, and then, at eighteen or thereabouts, he appears at the Senior Holidays. Also during the budding years, he is asked to the holiday dances of New York's most exclusive dancing-schools. At eighteen, he is eligible for the Colony and the Metropolitan and the three Junior Assemblies (the last most formal of all, with white-gloved boys and curtsyng girls)—and for the stag-line of that dinner-dance at Pierre's.

These subscription dances are managed by several ladies of impeccable social position, through whose thriving "Bureaus for Social Entertainments" dis-

traught or ambitious mothers are supplied with lists of boys, not merely sons of friends, but those extras whose presence is absolutely necessary to make a big débutante dance a success. These boys, more often than not, have never met, nor ever will meet, their hostesses, but the fact that they are vouchered for by these silvery-haired arbiters is enough.

On the evening of the dance, a secretary sits with her list at the entrance, and no guest is allowed to enter until his or her name checks with the list. This precaution was made necessary by the appalling crashing during the merry, merry days of Prohibition. And in the merry, merry days of Repeal, it still goes on.

Heard in an elevator: "I'm going on from here to the Tilbury dance. I'm not invited, but I'll use Alvyn Brown's name."

"The hell you will!" says Alvyn Brown, who chances to be in the same elevator.

Both boys glare, make a dash for the street and the nearest cab, and the real Alvyn just makes the ballroom door a minute before his impersonator.

And even if your family has been around for three or four generations, it's fun to try to get in without giving your name. There's the back elevator, or the service entrance; posing as a waiter with a tray, or a musician with a saxophone.

The first gun-shot is the Autumn Ball at the Tuxedo Club, but the débutante battle does not really get under way until mid-November. Over the week-ends, the boys dance attendance in New York or at parties given in the cities close by the universities. By Christmas time, they are being asked to as many as four dances nightly, so that, when Easter arrives, it is not surprising that the boys recognize their value and get together to confer:

"Who's this girl? Is she super?"

"I should say not! A drug on the market and dresses terribly. But better accept. We can always walk out."

And that they do—if the (Continued on page 124)

Opposite: One of the young girls who came out at the Tuxedo Ball this autumn—Miss Constance Looram, the daughter of Mr. and Mrs. Matthew J. Looram. She is wearing a disarmingly simple dress of blue-grey lamé that is a fine counterfoil for her red hair and her unexpected flowers—rubrum lilies from Irene Hayes. Her dress is from Henri Bendel



RAWLINGS



FURS WITH MORE THAN ONE USE

- Black caracal (top) for a frog-fastened jacket so very short it just clears your hip-bone, and so sure of itself it appears over both a black wool dress by day and informal dinner clothes. Suzanne Talbot's disk-capped black felt hat. Both from Saks-Fifth Avenue, New York, Chicago
- Two silver foxes (centre), overlapping in back, heads meeting in front, making a cape to enfold you with beauty at tea or at dinner. Jay-Thorp
- Silver fox stole (right) that you clip to the lapel of this Creed velvet afternoon suit or an evening coat, and then coil down one arm right to the wrist. Suit and stole; Russeks. Agnès' antelope-and-jersey turban
- Alaska Sealskin (opposite): Safari-brown in colour, lean through the waist, wide through the shoulders and sleeves, for a coat as good and right over tweeds at a point-to-point as it is over black in town. Gunther has this. The black felt hat, with grosgrain ribbon bow, is from Dobbs





MORST

This play of Robert Turney retwisted the old Greek tragedy of Klytaimnestra, Iphigeneia, and Elektra, around whom swirled sacrifice, murder, and revenge, with over all the coil of fate. Straddling melodrama and pageantry, it was all made warm and living again, partly by Eleonora Mendelssohn as Klytaimnestra, and partly by Olive Deering—whose clear young face as Iphigeneia made more heartrending the sacrifice on the high altars of Aulis

DAUGHTERS OF ATREUS



CITY OF BLACK AND GOLD

FIFTY years ago, a patriarchal, bewhiskered, hard-headed old Dutchman declared as public diggings a series of naked, rocky ridges in the Transvaal of South Africa. With which Aladdin-like gesture, Stephanus Johannes Paulus ("Oom Paul") Krüger opened up the greatest flood of gold that has yet entered the world.

He created, incidentally, a city called Johannesburg: a city of queer, contradictory twists, of incongruities and contrasts. A big city to-day, set in a land that has scarcely half a dozen cities in all its length and breadth. A land full of vast, uncultivated areas, of wild animals, of primitive tribes.

In the first half-century of its existence (this year, Johannesburg is celebrating its fiftieth birthday by being the site of the British Empire Exhibition), approximately one billion, five hundred million pounds' worth of gold has come out of it. More remains to be mined; still more, perhaps, has yet to be discovered.

Much like New York—people say of Johannesburg. A half-million people, a high, irregular sky-line, congested traffic, crowded sidewalks—but, for all its size and its metropolitan air, Johannesburg is still, fundamentally, a mining-camp. On top, a busy and glittering civilization; just beneath, the primitive emotions of Africa.

Everywhere through its slick modernity, marks of its pioneer days show through. From the tops of Johannesburg's up-and-down streets, from the south windows of its sky-scrapers, one can see the waste dumps of the mines; whenever the wind rises, it lifts the dust from those endless white dumps, and deposits it over city and citizens in a thin, silvery layer.

In the congested streets, one sees—threading its way among the double-decker tram-cars, trucks, and stream-lined automobiles—a rickshaw drawn by a Kaffir, in tattered singlet and shorts and, on his head, a pair of ox-horns. Then something comes along that makes you blink and wonder if your eyes are all right. A big, lumbering wagon, drawn by sixteen oxen, plods down the street, holding up the impatient progress of a Daimler. You find, upon dazed inquiry, that a law still exists in the Transvaal that each town must reserve a space on which farmers may "outspan" their teams for the night. The wagons are the same type as those that brought the first prospectors to the gold-fields in 1886—and, after all, that is only fifty years ago; a quarter of Johannesburg's population is older than Johannesburg—many remember when there was nothing but a Boer farm on the site of Johannesburg.

On the crowded sidewalks, every now and then, you spot an old Afrikaner couple, come in for the day from their farm on the veldt. The bearded husband is buttoned up in his decorous, badly fitting, black Sunday suit. He wears a wide-brimmed felt hat and brownish *veltschoens*, the ancient, home-made shoes of the Voortrekkers, cut comfortably to fit the foot from a piece of soft antelope hide. His stout wife wears a shapeless, home-made gingham dress, a home-trimmed straw hat, and *veltschoens*. They both look a little lost, bewildered, in the hurrying crowds. They are the Uitlanders in modern Johannesburg.

But it is the black people, the full-blooded Kaffirs, who furnish the most startling notes of contrast. A girl comes along who might have stepped out of Harlem, with her high heels, her powdered face, her modish frock and tilted wisp of a hat, over straightened, bobbed hair. An older Kaffir woman follows her, wearing a single piece of striped calico, wrapped tightly around her body and over one shoulder. A baby is slung on her back by another strip of calico, tied across her breasts. Ivory bracelets adorn her arms. Her hair is almost shaved. She treads the cement sidewalks, incongruously, with bare feet.

When the Kaffir mine worker or domestic servant walks abroad in Johannesburg, he is usually a pretty dressy fellow. His collar is ultra high and stiff, his fedora rides at a rakish angle, his shoes are alarmingly pointed. His suit, cut to a fanciful European pattern, is triumphantly red, green, blue, purple, checked, plaid, or striped. He often wears a pair of large, horn-rimmed spectacles. If the rims lack glass, it does not matter; they are purely ornamental.

But you may see the same Kaffir face above a naked, sweating body, barbarically trimmed with ostrich plumes, in a tribal dance at one of the Witwatersrand compounds. It is an eerie sensation to feel the ground shake beneath the syncopated stamping of hundreds of black men moving as one man, to see the raw emotions expressed in their leaping and writhing, to hear the cry of the jungle in their monotonous chanting.

And above the beat of the tom-toms in the compounds, there is the incessant pounding roar of the battery-stamps all up and down the Witwatersrand; the great modern machines, working day and night, crushing the ore to dust.

Back in town, in the hotels and exclusive clubs, orchestras are playing the latest swing tunes. The social structure in Johannesburg is based on the (Continued on page 139)



By Margaret Case Harriman

THE first household employment agency in New York started in the eighteen-eighties when a Mrs. Lida Seely was left a widow without enough money to live on. Mrs. Seely got the idea of acting as a medium between women who wanted servants and servants who wanted jobs, and conducted her business in a genteel fashion in her own one-room lodging, with kitchen at the back, on Sixth Avenue at Twenty-First Street. Eighteen to twenty dollars a month was considered good wages for household help in those days (that was what the dowager Mrs. Vanderbilt paid her maids), and only the rich had servants. Housewives of the great middle class did their own work, and thought no more about not having maids than they thought about not having automobiles or radios or permanent waves.

To-day, there are seventy-five licensed household employment agencies in the Borough of Manhattan, thirty of which place as many as eight thousand servants each, every year. Average wages are around seventy-five dollars a month, and the agency's commission is ten per cent. of the first month's wages, collected from employer and employé alike; so that these thirty agencies alone do an annual business of nearly four million dollars. Add to that the gross business of the other forty-five agencies in New York City, the seven hundred agencies in New York State, and the hundreds of thousands in the United States, and you have an industry that gets you to figuring on the backs of envelopes.

A household employment agency must obtain a permit to operate from the City Department of Licenses. During the Seabury Investigation in New York, the Department of Licenses received two thousand complaints against household employment

agencies charging them with everything from favouritism in getting jobs for their pet applicants to having a slight hand in less savoury matters in the nation. Nearly every one of the complaints was eventually traced to some disgruntled applicant who had failed to land a job through a certain agency, and no licenses were suspended or revoked.

Actually, any reputable agency is continually on guard against trouble in which it might innocently become involved. That is why agents dislike sending applicants outside of the agency for interviews, refuse pointblank to send them to a hotel or to an obscure address, and demand references from prospective employers who are unknown to them. Agents, too, have a genuine affection for the people they have placed in jobs throughout the years, and are constantly warning them against the various rackets which have come to exist, with employment agencies as the field of operation.

A well-dressed man, for instance, came into an agency operated by a woman, not long ago, and engaged three maids. He said he wanted them to drive out to his home in the suburbs with him that afternoon, and would return to the agency for them in an hour, giving them time to pack their bags. Returning, he wrote a cheque for the agent's commission (fifteen dollars) and, explaining to her privately that he hadn't enough cash with him to buy the maids' uniforms, made the cheque out for seventy-five dollars. His manner was debonair, and the agent had seen him arrive in a Rolls-Royce, so she handed him his sixty dollars change in cash. In the motor, with the three maids, the employer told his chauffeur to go to the nearest department store, and then explained to the girls that he didn't happen to have enough cash with him to buy their uniforms, and

did they have any money? Between them, they produced fifty dollars, with which he went into the store, alone. When they had waited for over an hour, the three girls made anxious inquiries of the chauffeur, who told them that their employer was a stranger to him and had just rented the car for the afternoon. "Hasn't paid for it yet, either," he added.

Partly to combat these meannesses which plague them, the agencies organized two years ago into the New York Household Placement Association, with David B. Carlson as president. Mr. Carlson is a young man who operates the agency established by his mother, Berta Carlson, some thirty years ago. He remembers riding up the hill from his mother's house in a horse-car, as a small boy, to the home of one Mary McCabe, a cook, to tell her that Mrs. Carlson thought she had a job for her. The day that I visited the Carlson agency, Mary McCabe, now nearly seventy, was in the anteroom, still looking for a job as cook somewhere. She is pretty independent about it these days, as she has worked for the best people in Newport and on Long Island, and has never left a position except for the most logical reasons, such as too many babies and nurses in the household, or cutting the number of men in the dining-room from eight down to a measly two.

Much as employers have suffered from hard times, their servants do not seem to have been correspondingly afflicted. For one thing, they can always get jobs. The demand for domestic servants has continued, even throughout the depression, to be greater than the supply. This is due to the United States restrictions on immigration from Europe, where most good servants come from, and to the corresponding lack of a native American servant class. Any American girl, it seems, would rather work in a five-and-ten-cent store for twelve dollars a week and have her evenings to herself than do housework, with room and board free, for sixty dollars a month. Furthermore, the household workers who are available are becoming increasingly choosy about the kinds of jobs they are willing to accept; they can afford to wait until the right one comes along, because a servant out of a job is seldom without ready cash. A cook who gets seventy-five dollars a month and room and board can leave her job at the end of six months, if she likes, with most of her four hundred and fifty dollars intact. She has probably managed to hang on, too, to whatever windfalls came her way during the boom years. Agencies requested to cash a cheque for an applicant are no longer startled to find the cheque a dividend from gilt-edged bonds.

Government relief measures have also given people out of work a new point of view about the employment and wages they ought to accept. Recently the head of one of the large household employment agencies, unable to meet the demand for servants, suggested to the local relief board that, if there were any unemployed on the lists who had the slightest experience, he thought he could get them jobs and he would be willing to wait for his commission until the first month's wages had been paid. Several weeks later, one girl arrived at the agency. She had had no experience, but, in the two hours she spent with him, the agent got her two jobs cleaning offices on alternate days at fifty cents an hour—wages which,

with both jobs, amounted to about thirty dollars a month. The girl departed vaguely, never reported to the employers he had found for her, and never returned to the agency. When the agent investigated, he was informed by the relief board that she could do better than thirty dollars a month on relief and that, anyway, cleaning offices was not the type of work the board was seeking for its unemployed.

Agencies do not generally accept for their applicants wages of less than fifty dollars a month (sleeping in), and like to hold out for around sixty dollars for a general houseworker. Eighty or eighty-five dollars is considered top wages for a maid, and one hundred and fifty dollars for a cook or butler. Employers who live in big cities pay more than employers who, living in the suburbs or the country, are apt to hire local help for less money. A good many people in Philadelphia, Boston, Chicago, and as far away as San Francisco engage servants through New York agencies, and Hollywood movie stars are frequent clients. Movie stars, in spite of their fabulous salaries, do not pay fabulous wages, and are generally considered by New York agencies to be pretty close about the whole thing. One blond and glittering Hollywood star engaged a chambermaid-nurse in New York, agreeing after some discussion to pay her sixty dollars a month. The agency which had closed the deal happened to have a minimum commission of seven dollars, and billed the star for that amount. She sent a cheque for six dollars, ten per cent. of the wages paid, and inquired, in a cold accompanying letter, what the hell the agency meant by overcharging her a dollar.

In the frequent cases where the applicant has been known to the agency for many years, tact, intuition, and an astonishing amount of psychology are applied to the task of adjusting her into a household where her temperament and personality will coincide with those of her employers. If she comes as a stranger to the agency, her references, relatives, and friends are investigated, and her own manner and appearance are given thoughtful attention. If a girl turns up wearing perfume, jewellery, or too much make-up, she is gently told why she must leave them off. Her deportment during interviews is watched, because some of the best household workers are completely unable to sell themselves to a prospective employer.

Agents have a quiet pride, too, in the clients whom they have supplied with servants throughout the years; but there are times when any agent wishes his clients would pull themselves together a little. One woman, returning from several weeks' illness in a hospital, stopped in at an agency on her way home to engage a new cook and a waitress and was told that her husband, thinking to spare her the trouble, had already engaged the two servants several days before. She gasped, she turned pale, and, getting her breath, roared around the agency demanding to know what the agent and her husband meant by barging around, upsetting things like that. It was a good twenty minutes before (Continued on page 110)



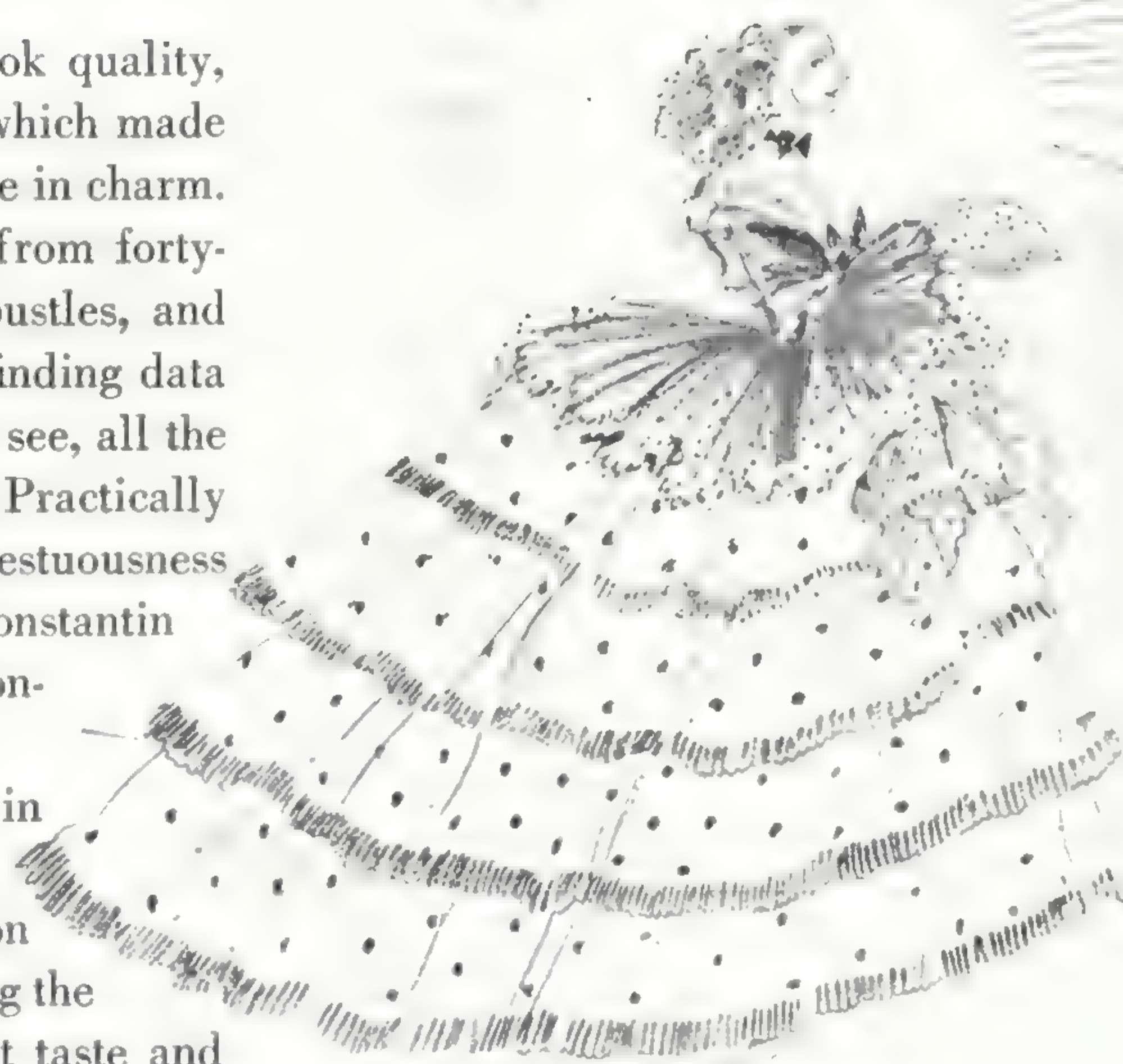


Garbo ^{as} Camille

CAMILLE has a fragrance, a memory-book quality, an extravagance of theatrical legendry, which made doing the costumes for the film an exercise in charm. That charm could be expressed in everything from forty-yard crinolines to snoods, fringed parasols, bustles, and pyramided skirts. At first, we had difficulty in finding data about the demi-mondaine of the period . . . you see, all the prints of that day show us very proper ladies. Practically the only artist who perpetuated the florid tempestuousness of Marie Duplessis, Camille's original, was Constantin Guys, who made a series of drawings of the "Lioness," as she was called at that time.

There was, by the way, a nice distinction in those days for the ladies of the demi-monde. They wore their bonnets pushed gaily far back on the head, instead of sitting primly straight. Aping the ladies of the great world, Camille added great taste and flair. For that we gave her excitement in stiff white taffetas, shot with gold and banded with sable. We gave her drama in black, and sweetness in flounces of dotted Swiss. We gave her, even more importantly, hats a shade more unconventional than her life.

When Garbo wore them, they came to beauty. She brought to the sets, with her quality of aloofness, that mystery which is a part of her and a part of the theatre's integral glamour. Of all the costumes, however, the most amusing was not for Garbo, but rather for Lenore Ulric, who as Olympe, an ex-music-hall prima donna, sailed forth in silver taffeta with a great flock of emerald-green birds—all stuffed—flying to a sequined bow on one side of the skirt, where, tucked in snugly, lay a real mocking-bird's nest with three silver eggs. If the "long shot" of the costume isn't hidden behind a table or a balustrade, it should be very amusing.



by Adrian







NO night falls without the flare of lamé streaking through its hours. This imperial fabric goes, repeatedly, into dinner-dresses like these three.

The first, opposite, of tawny gold lamé, ends its pleated skirt just at the ankles. The wide-belted blouse bares your jewelled arms, and more lamé is twisted into a golden aureole. (An original design from Henri Bendel)

- On the second siren, a jacket like those worn by the young blades of Dalmatia. It's of velvet, thick with gold braid, short as a bolero. In place of their velvet trousers, a slim black broadcloth evening dress; Bonwit Teller
- While the girl above is sheathed in gold lamé, ankle-length, long-sleeved, and sharply tailored. (Original design; Saks-Fifth Avenue, New York, Chicago)
- Jewels; Trabert and Hoeffler-Mauboussin. Coiffures; Charles of the Ritz

LASTING BROCADE

SKIRTS AND
SWEATERS



TWEEDS



UNDATED EVENING



CLASSICS



FELT



TAILOR-MADES: Timeless tailleur of black herring-bone tweed (Altman), and black worsted top-coat (Jane Engel)
HAND-KNIT wool dress, pigskin belted; Mrs. Franklin, Inc.
SKIRTS AND SWEATERS: The skirt, of men's-wear flannel, wide-gored and faultlessly tailored. The sweaters, one of grey cashmere bound in black, the other of Austrian knit wool, and both imported. Lord and Taylor has all three
LASTING BROCADE house-coat, to wear endlessly; Altman
UNDATED EVENING: Classic crêpe dress, and lamé jacket good with other frocks. Designed by Muriel King; Altman
TWEEDS: Cut into a suit for the ages. Single-breasted, slightly fitted jacket, gored skirt; Bonwit Teller
CLASSICS: A felt Stetson bag with stitched leather handle; Wear-Right woollen gloves for the country, knitted and stitched by hand (all from John Wanamaker); and an Arnoldeagle golf shoe of brown-elk, to be had from Best
FELT: A perennial town or country hat to wear with tailored clothes. A Stetson model from John Wanamaker

A backlog for a limited income

BACKLOG is a word most women don't know about. They'll murmur vaguely something about a fire, and then give up. A man will probably tell you, with a little more lucidity, that a backlog is the main log, the foundation for other logs, the king-pin of a hearth fire.

And what, you ask, has that to do with a wardrobe or a limited income? A great deal, we think. Keep a backlog of clothes burning in your closet, and you have a crack system for keeping up appearances and keeping down costs. A man, whether he knows it or not, automatically has a backlog in his wardrobe. He has a score of essential classics into which he has put a neat sum of money at one time. They're like a reserve fund, they'll last him for years, they have practically no depreciation, and he can fall back on them at any time. He has, for instance, a Chesterfield and a polo coat, which he may have bought five years ago and which he won't part with five years from now. He has tweeds, country shoes, dinner and evening kit, Shetland sweaters, scarfs—a whole list of staunch, sterling retainers that save him from ever having "nothing to wear."

Just such a backlog is what we believe every woman should have. Dateless classics of the best quality that carry from year to year, untouched by current fashion flare-ups; that you can lean on for sudden needs, in-between season interludes, the start of a new season. Even if it takes every cent of your clothes budget (and if your backlog is to have the quality that endures, it will *not* be cheap) you'll have a wardrobe sufficient in itself and that will never let you down as long as it lasts.

What makes up a backlog? Clothes for day, for evening, for sports, that have the above qualifications and that cost good money, but pay back double in dividends of satisfaction and chic. On these pages, we show you the essential parts of a backlog. First, an impeccable tailleur of tweed. (This costs about \$65.) You'll buy other skirts to switch with it, but that basic suit will be there. Next, a classic top-coat (costing about \$35) and a hand-knit dress, like those above. The first to wear the year round; the second, to put on innumerable times, and of such excellent quality it can be repeatedly re-blocked and re-freshed, days without end. (Continued on page 130)



ANDRÉ DURST

Molyneux's emerald satin sheath, clouded over with a detachable black tulle skirt; Hattie Carnegie. Ostertag jewels

PARIS

FIRST MID-SEASON SHOWINGS

- Femininity—without fussiness—is the key-word of the first three Paris Mid-Season Collections. Molyneux, Lanvin, and Patou went over, without a moment's hesitation, to the distaff side. Their clothes are soft, but simple. They have a vitality that, though essentially feminine, removes them immediately from the Victorian-vapour school of femininity. For example, there's the Molyneux evening dress at the right. It's of gold taffeta, with a skirt shirred like a lamp-shade, but done with such freshness and discrimination it will probably be dancing at half the débutante parties by Christmas.



MOLYNEUX (HENRI BENDEL)

- Dozens of men's bone buttons on dinner and day clothes were the only masculine intrusion in Molyneux' flagrantly feminine collection. One of his best evening dresses (he'll see it repeatedly on his current holiday whirl about New York) is opposite: a slim slip with a detachable tulle skirt. For dinner-dresses, he varies the theme, and tacks on a floating panel in place of the skirt (page 78). For day, the simplest dresses, softened by big wool tassels, by wide gipsy sashes.
- At Lanvin's: more of the straight sheath foundations. Some with a draped Turkish effect at the bottom and a chiffon cape-collar that floats to the floor; one with a full lace overskirt (see pages 78, 79); a soft black wool day dress with a silver kid belt stitched to look as though it held cartridges, and trailing to the hem. And a superb quilted satin cape that wraps you tight as a mummy.
- In the Patou Collection: femininity to the *nth* degree in a dinner-at-home dress of olive-green velvet with long sleeves shirred tight about the elbows, bloused loose at the wrist; a restaurant dinner-dress with bands of black lace, chiffon, and broadcloth. And tailored day dresses that have their fun and femininity in their pockets.



ANDRE DURST

Two of Lanvin's guiles to feminize: photographed, a vast cape-collar of sapphire-blue chiffon, short-swagged over a black crêpe sheath, floating to the floor in back. Sketched at the left: a green crêpe dinner-dress, with unfathomable draping. While Molyneux, bent on the same goal, tacks on a fly-away tail of tulle to the black satin sheath sketched at the right



PARIS MID-SEASONS

The eternal feminine is Paris' magnificent obsession of the Mid-Seasons. Photographed is Lanvin's black satin slip, shadowed by lace, for a dress La Duse would have worn. First on the screen: Patou's black wool dress with a waist that, by some sleight of hand, turns into a sash. Second: Molyneux's velvet Tzigany sash on a wool dress. All jewels; Mauboussin



HORST

Miss Gertrude Lawrence wears this white satin dress, sequin-strewn, for "We Were Dancing," in the current "Tonight at 8:30" ...



... And, for the fantastic "Shadow Play," this moyen-âge coat of absinthe-green velvet. Both costumes by Norman Hartnell



- Suzy brings her crowns down with a bang to practically nothing. Like this one (above) of brown velvet, rimmed with a roll of plush felt; Bergdorf Goodman. The coat of green baby seal is from Georgette Renal
- Left: One of Descat's periodic and perfect wide-brimmed hats. This is of pine-green taupé felt with all of its brim straight ahead of it; Jay-Thorpe. Creed suit
- Braagaard's black knitting wool hat (below)—the roll nothing but a skein of yarn; Jay-Thorpe. Creed coat



NEW LOWS, NEW HIGHS—IN PARIS



ANDRÉ DURST



- Bows and boas—Paris likes both. Above, enormous wings aloft Reboux's tucked felt hat, worn with Maggy Rouff's cloqué taffeta suit and a python of silver fox tails. Boivin jewels. Hat; Bergdorf Goodman
- Left, Reboux ties a grosgrain bow around the crown of a high black felt hat and coils about you a boa of Persian lamb. Aris antelope gloves. Hat; Jay-Thorpe



Keystone of a limited income wardrobe: a black tweed top-coat with no hint of compromise in its dauntless revers, those enormous patch pockets, the forthright collar. (Under \$30.) With it, a hat they won't forget: a Tartar's turban, high as the Caucasus Mountains, of black antelope. All from John Wanamaker, New York, Philadelphia; Marshall Field; Neiman-Marcus

BLACK-THE BASIS

FOR A LIMITED INCOME

SMART Frenchwomen wear black in Paris. Italians wear it all the time. In Rome, they wear sleek, sophisticated black—as vivid and flashing in the sunshine as the cypress-trees on the Pincian Hill. Motoring into the Alban Hills for lunch, they wear soft, supple tweeds. On the shores of the Adriatic, they wear black linen slacks and shorts. At Saint Moritz, their ski clothes are black against the snow.

Schiaparelli, Italian that she is, understands black better than any one else in the world. She has been making black sports clothes for years, and now, because of her persuasive genius, black for every occasion of our lives is here.

Which greatly simplifies the problem of the poor but smart.

Black as the basis of a wardrobe wipes out waste. No piling up of blue accessories to match blue, or brown accessories to match brown. No opportunity for involving yourself with a green hat and a brown coat and a blue dress and spending endless sums trying to straighten the problem out. Black, worn not only for town, but for travel and country, means a constant interchange of clothes and accessories keying an outfit to any occasion.

Because of black, you can do with fewer clothes, and be better equipped. With black as the basis of your wardrobe, you could go smartly through Europe with one suitcase—and this we admit is a feat. Nothing, of course, surpasses its staccato chic.

If you have a fur coat, wear it with black. Mink, beaver, nutria are far more distinguished with black than with brown. But don't feel limited to furs like these. Skunk and opossum are relatively inexpensive and extremely smart. Alaska Sealskin and Hudson seal have new youth and charm. After you have worn supple, lustrous seal until it shows too much wear as a coat, you can cut it up into mittens and muff or make it into a lining for a loose tweed coat.

A Persian lamb swagger would be another good investment. With neatly squared shoulders, a small collar, and plenty of flare, you could wear it into the country, with black tweeds, and in town all day. A coat like this is one of the few things that seem right to wear over a simple black dinner-dress when you go to a friend's house.

- First sketch, left: An Oriental jacket, embroidered in red and yellow, to wear over black dinner-dresses for years. About \$20. The lilacs and roses, shown in the same sketch, are imported, beautiful, and unbeatable aids to varying a black dress. About \$12
- Second sketch: A sports shirt to top a black skirt—tan jersey with big black saddle-stitching. About \$7. All from Macy's





It could never, of course, be considered in the light of a real evening coat. If a fur coat means doing without a proper evening coat, for example, dismiss the idea. You can have your mad extravagances, you can have your pet economies, but you must never, for a moment, be caught unprepared. A mink coat may be a gay and gallant gesture, but little good will it do you if you come up against that first warm April day with nothing else to wear.

Limited incomes or unlimited incomes, clothes must be right for the occasion, or nothing counts.

Starting your wardrobe from black, consider a Creed-type tweed top-coat. We photograph one on page 84. Wear it in town, wear it in the country, wear it for travel. You might have a black tweed dress, soft as a knit, to wear with this coat, town or country. By all means, have a black tailored suit, such as the one sketched on this page. On mild days, you wear the suit without the tweed top-coat; on cold days, you wear the two against the wind. Have plenty of vivid scarfs to tuck in the neck (Continued on page 137)

FOR A
LIMITED INCOME

- Wool dress (first, opposite) to vary interminably with accessories. About \$18. Altman; Marshall Field
- Worsted tailleur, velvet-bound, snug enough to wear under a coat. About \$85. Milgrim; Marshall Field
- Chic crêpe dress, priced so you can squander on a hat. About \$17. Franklin Simon; Marshall Field

- First, left: Dusty-pink crêpe dress, piped with the black velvet of the tight-fitted jacket. About \$40
- Grey chiffon dress with shirring and Wales ostrich tips. About \$40
- Quilted red velvet revers on a black wool evening coat. About \$40
- All models on this page from Best; Burdine's; Neiman-Marcus





STEPS TO THE GARDEN

BY MARJORIE HILLIS

BANDBOX BY THE RIVER

SUPPOSE you could choose between living in a huge New York house, with one enormous high-ceilinged room after another, and a little bandbox of a flat in which every foot of space was made to count. Suppose it was purely a matter of preference on your part—this choice between spending a lot of your life on the endless detail of running an establishment, or having a place so small that managing it was practically automatic.

Mrs. Tuckerman Draper made this decision, not so long ago, and voted for the apartment—for a time, at least. She put all the furniture from her big house in storage temporarily, rented a place on Long Island, and made herself a little *pied-à-terre* in town. It is a far more modern way to live, she thinks; and it releases money for all sorts of amusing things. It makes the details of living a gay adventure instead of a burden.

The result is a small apartment that has everything. We mean really small, and we mean EVERYTHING. For Mrs. Draper has made ingenuity take the place of space.

Before she even started to look for this little flat, she sat down and thought—"What must this place have in order to be perfect? Perfect for me, that is."

The answer was, "A view—an open fire—sunshine—gaiety—luxury—comfort—and chic." Not size at all, you will notice, so long as it was large enough for these seven essentials.

Since the view came first, she took an apartment that was really the ground floor of a made-over house and that had a tiny living-room opening practically on the East River—one of the most romantic locations in the world. (Some day, when just one more person gets lyrical to us about the romance of the Seine or the beauty of the Thames, we are going to get up and make a speech about the East River, with its bridges and its boats and its border of fantastic flowers.)

The apartment would surely have looked appallingly small, unfurnished and undecorated, to any one who didn't have imagination to see its possibilities. It has the little living-room, an infinitesimal foyer, a kitchen that is really a passageway, a bath, and a very small bedroom. But it has, also, sunshine and the open fireplace, and one end of the living-room opens onto a terrace with steps down to the charming gardens of Sutton Place—with the Fifty-Ninth Street bridge hung like a back-drop across the river. She calls it "Little Harbor."

The first step that Mrs. Draper took to make the living-room seem larger was to have practically everything painted pale sky-blue. Walls, woodwork, ceiling, furniture, even the frames on the few pictures are painted this colour, right through to kitchen, (Continued on page 128)



DINNER WITHOUT A DINING-ROOM



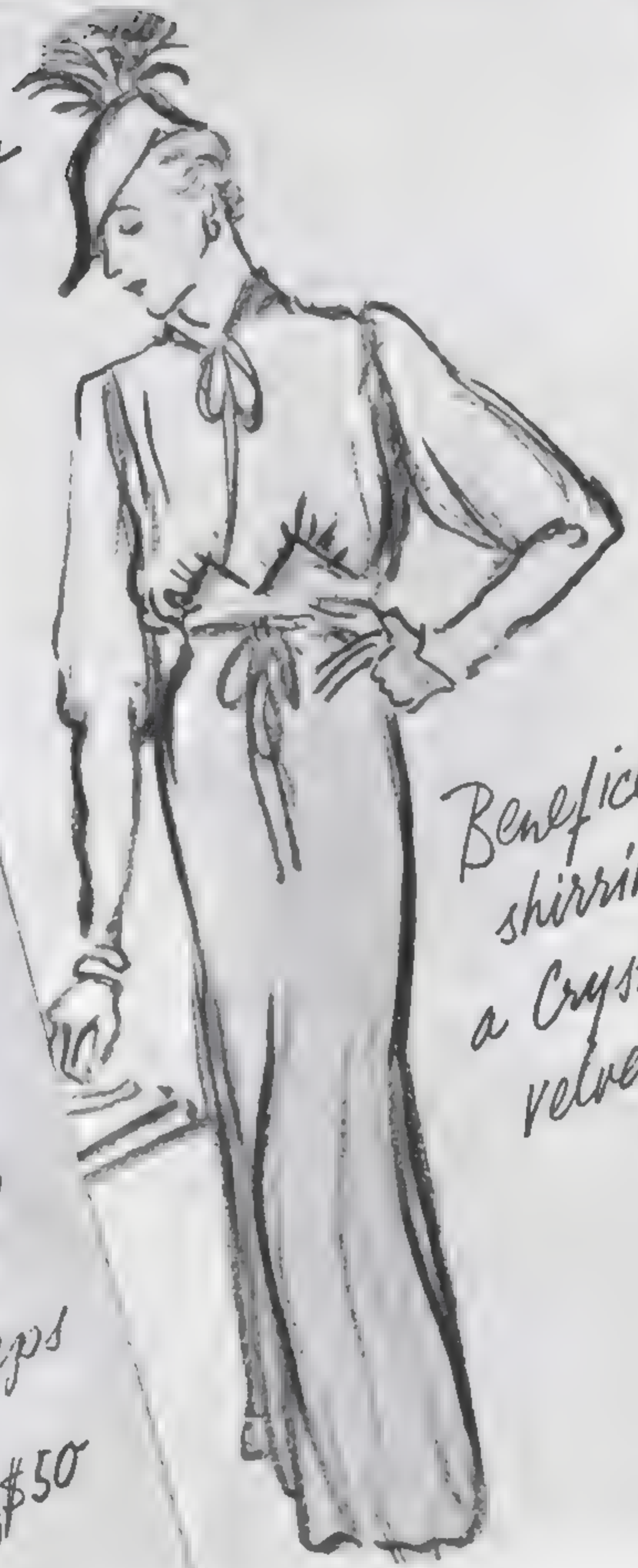
CHINA AND CHARM IN THE LIVING-ROOM

NYHOLM

MRS. DRAPER IN HER BANDBOX PIED-À-TERRE



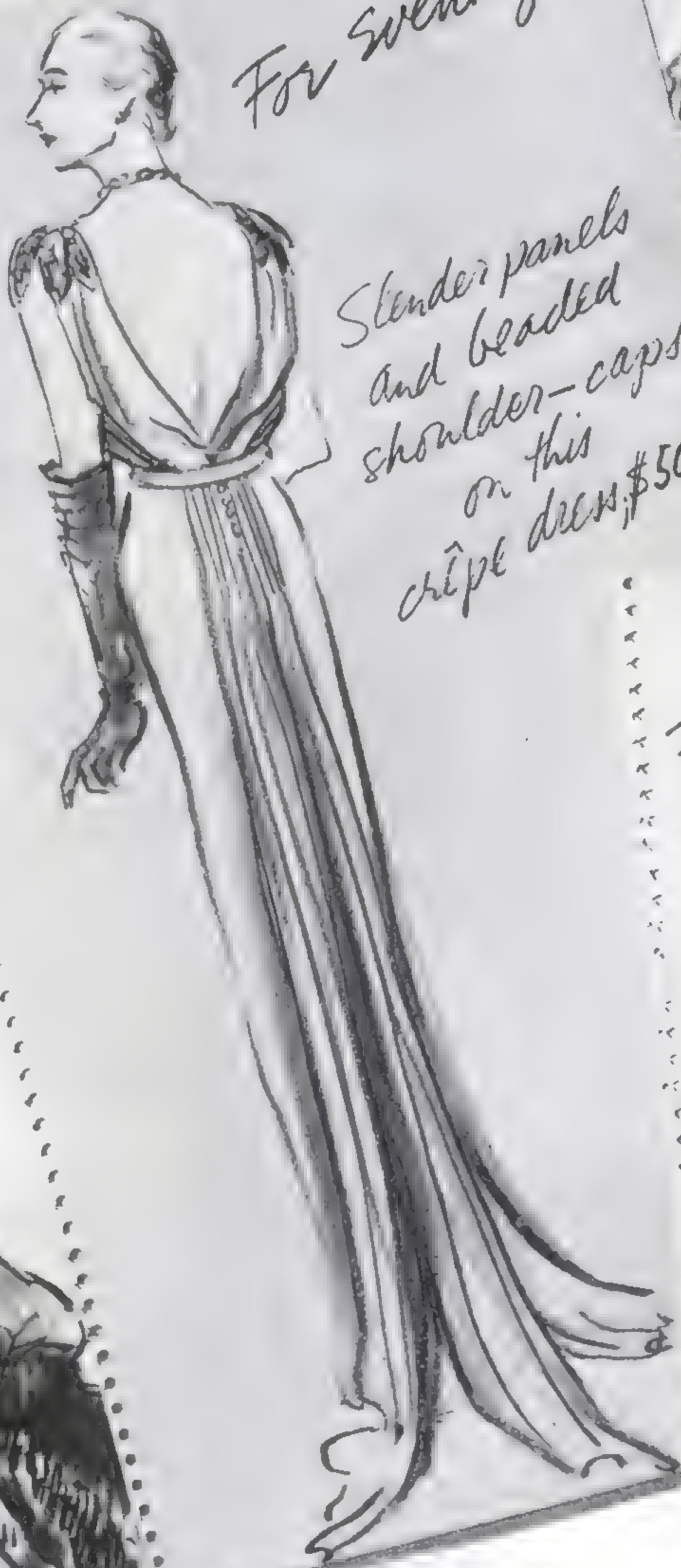
Velours hat



Beneficent shirring on a Crystelle velvet dress; \$50

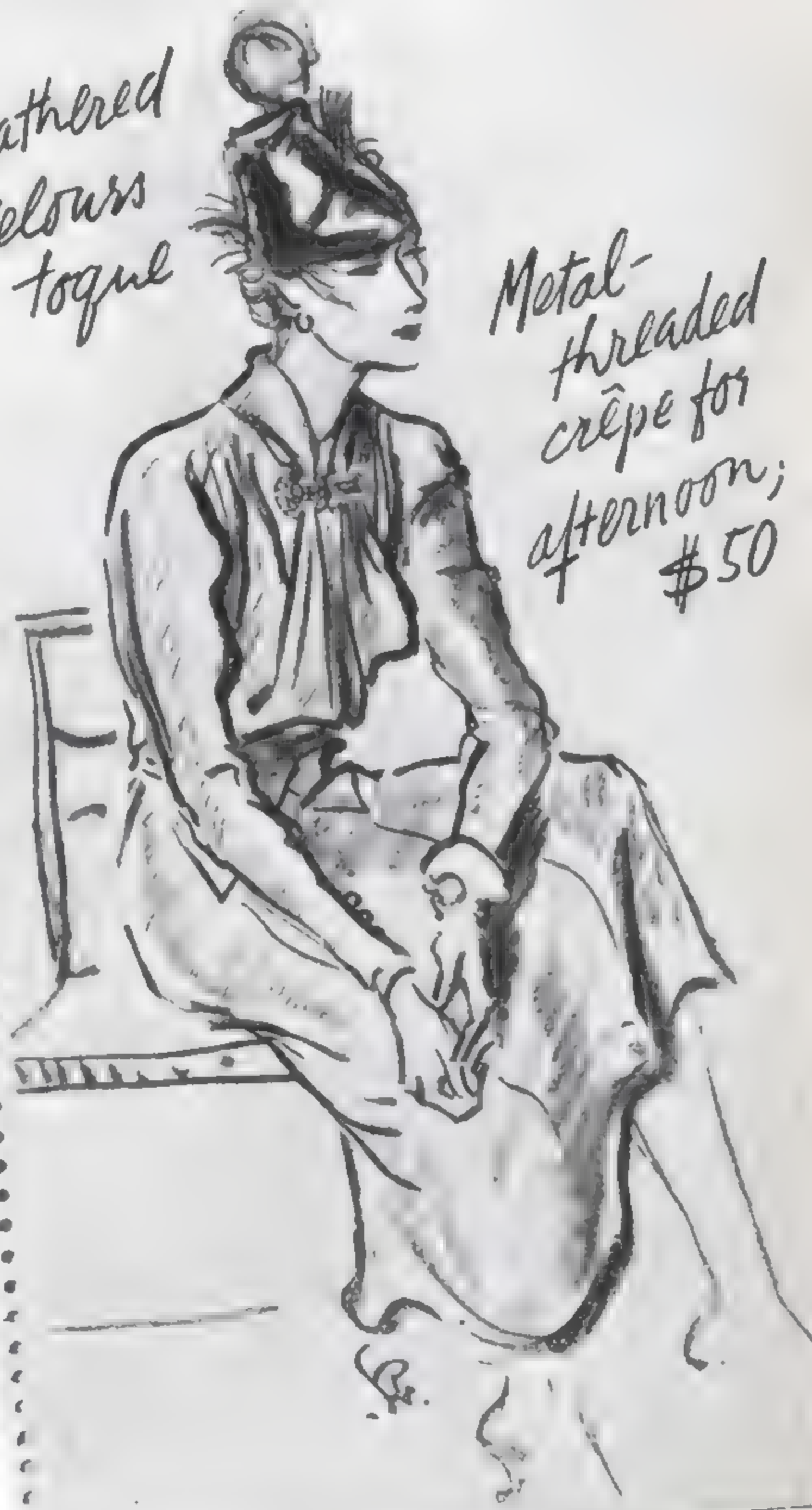
For evening

Slender panels and beaded shoulder-caps on this crêpe dress; \$50



Feathered velours toque

Metal-threaded crêpe for afternoon; \$50



FOR SHOPS IN OTHER CITIES, SEE PAGE 33

The dress below, with panels worn as a scarf



ALL MODELS FROM THE TAILORED WOMAN, NEW YORK

Antelope toque encouraging height



Simple lines and buttons on dull crêpe; \$35

A lace dress-
with a loose
jacket that
flatters the
heavier figure

For Dinner

Felt
tricorné

The infallible
tuxedo line
in Persian lamb-
on a wool coat;
\$135

-and without
the jacket,
to show a lovely back;
\$35

VOGUE'S FINDS OF THE FORTNIGHT

You haven't a slip of a figure. Instead, you've a few too many pounds, a half-dozen places too broad, too fulsome. What you want are clothes designed especially for larger women, with more than just bulk in the danger zones. Clothes that are not, by any chance, enlarged editions of size fourteen models. Which paragons we give you, in these Finds of the Fortnight picked for you with weight problems. First, each of the fabrics is dull. Even the afternoon dress, left, is no glittering mass of lamé to catch light and loom large—but a metal-threaded crêpe that gives a muted gleam. Then, each costume has devices to make you look taller, slimmer, younger. For instance, the shoulder-caps on the evening dress, opposite, to soften a full upper arm; the flowing panels, to heighten. On the velvet dress, opposite, shirring over the bosom, so well done it's chic instead of a virtue. Then, above, there are the elongating tuxedo-line on a coat; a jacket on a lace dress, to offset heavy shoulder- and hip-lines; and a V neck-line, deep, but not broad and broadening. Hats and costumes from The Tailored Woman, New York. Other shops on page 33

SELECTED
FOR
LARGER WOMEN



TWO MILLION THREE MILLION FOUR MILLION

FOUR million new cars . . . that's what they hope to sell this year. Women will drive some of them, help select most of them, and probably ride in all of them. It seems that that completely masculine business, the automobile industry, has finally realized this, and frankly admitted that women run the Motor Show this year. The men can't laugh any more at our fashions, or the unaccountable way we change our silhouettes. Detroit has become a sort of Paris on its own. The manufacturers have made us see that the old-model cars are as out of date as the models we wore in them. . . . Do you remember those halo hats, those wooden-soldier shoulders? That's just the way you're going to feel about straight wind-shields and flat radiators.

Radiators have been reset (and Cartier couldn't have done them better). Fronts look more tapering; radiator grilles are more apt to run horizontal; louvres carry the length and sweep back into the bodies. Chromium strips flash from stem to stern, and fenders curve into hoods without a break. Every line appears simpler, more functional. The new models have been designed with the surety of a Vionnet, the inventive genius of a Schiaparelli.

The engineers must have heard that our skirts were going to be wider and our hats higher, for the new cars have added inches to their interiors. They're all longer, broader, and lower—but it's the floors that have been lowered, not the tops. Doors swing open further, and door-handles curve in so you won't snag your peplum on them. Perhaps the engineers have even heard about our new brushed-back pompadours; because they've worked out ventilating systems that admit plenty of air, without ruffling a single hair of the sleekest coiffure.

Because we insist on bringing "all that luggage" on weekends, they've arranged larger accommodations in the rear decks. (You'd never guess, looking at the sloping backs, that they concealed such huge space.) Many of these have lids that hold themselves up—thus eliminating wear and tear on the manicure—or lights that illumine their farthest recesses. Glove-boxes are lighted, too; so, unfortunately, are license-plates, which have also been put smack in the middle of the rear, where the hawk-eyed motor-cycle cops on the Parkway can't miss them. Wind-shield defrosters bring heat up through two vents onto the wind-shield, so it'll be as clear and blank when you arrive at Peckett's or Placid as it was when you left the garage. As the ultimate attention, the automobile manufacturers (who won't even take a chance on the new unspottable fabrics) have installed drip-proof

mouldings, so that our velvet wraps will emerge on rainy nights as though out of their original tissue-paper.

Everybody—especially reactionaries who think Women Drivers are a Hazard—will like all the new safety measures as much as we do: the all-steel bodies, the hardware that has no sharp edges, the instrument panels that have no projections. And with all this talk about economy of gasoline, husbands ought to be happier, too.

If you've been going about saying that your Chevrolet is the best value in the world, we warn you not to make any more statements until you've seen the 1937 Chevrolet. It's going to be quite painful the first time the new one passes you on the road, with its radio blaring: a car with a rather supercilious new diamond-shaped nose, massive, modern-looking bumpers, sweeping fenders, an interior that seems uncluttered, but is actually bulging with conveniences. And the engine that beats beneath its glittering hood will make it pass you on hills, too, doing a cool forty-eight without a gear being touched. There's some magical device that makes it easier than ever to handle in traffic; the Plaza turn before Bergdorf Goodman's will no longer seem appalling, and you may even begin to enjoy the Queensborough Bridge.

Any one riding in a new Terraplane shouldn't be surprised if it suddenly took off, one day, and got to China ahead of the Clipper; with a graphic name like that, and its new wing effect in the rear fenders, anything might happen. . . . If you want to insult a Terraplane designer, ask him about the newest gadgets in the car. You'll be told, rather huffily, that it has none; it has accessories, all engineered into it, all imbued with some definite purpose.

Hudson, the Terraplane's more expensive and distinguished sister-ship, has a fine new face, with a shield-shaped radiator grille and head-lamps moulded close to the hood. Its instrument panel contains probably the biggest glove-box in captivity—one thousand cubic inches, and illuminated, too. With six inches added to the width, we'll bet that four people and a dachshund could now sit very amicably in the front seat of the Hudson roadster. This roadster has also endeared itself to us by renouncing the rumble seat. Instead, there's a great open space behind the front seat that can either be used for luggage, or equipped with bucket-seats for the extra couple (who used to say they didn't mind riding in back, but could be seen huddled in frozen remonstrance all the way down from the Yale game).

We think every country hostess should have a fleet of inexpensive cars standing in the (Continued on page 132)

This whole treatment costs under one dollar.

Cleansing Cream (at \$1 a jar)	.07
Skin Tonic (at \$1 a bottle)	.10
Emollient Cream (at \$1 a jar)	.07
Astringent (at \$1.15 a bottle)	.11
Eye Pads (at \$2.15 a box)	.28
Patter (at \$1.00 for two years' use)	.03
Absorbent cotton (at 15¢ a roll)	.02
Gauze (at 15¢ a roll)	.05
Cleansing tissues (at 15¢ a box)	.03
Total	.76



Start the treatment lying down, with your preparations assembled next to you. Cleansing first; use plenty of cream, applying it with both hands



Carry the cleansing cream on down to the neck, applying it to the left side with the right hand, and vice versa, in upward movement towards chin



Remove the cleansing cream from face and neck with cotton wrung out in skin tonic or astringent. Use both hands, always moving in upward direction



Remove the eye-pads. Wrap your patter in absorbent cotton, fastening it securely. Soak the patter in astringent and repeat the patting process



Dip gauze cut in strips the length of your face in skin tonic and wring out slightly. Substitute astringent for tonic, if you find it better for your skin



Fit the gauze to make a complete masque over your face, a strip over the chin, over each side of the face, over the forehead, with nose and mouth free

*Your face needn't cost a fortune.
When you can't get to a salon
treat yourself to the beauty build-up
that we picture on these pages.*



Apply a generous coat of emollient cream over face and neck. Fit eye-pads soaked in warm water over your eyes. Completely relax for ten minutes



Using your patten, pat energetically on the cheeks up from the jaw-line, less forcefully on the forehead, from the centre out to temples and hair-line



Use the patten forcefully beneath the chin—it is a sworn enemy to incipient double chins. Then, pat gently from base of throat up to jaw-line



Dip a tampon of cotton in skin tonic (or astringent) and squeeze over the gauze. Keep the masque moist in this way for ten or fifteen minutes



Rub a cube of ice all over the masque for half a minute as a final bit of stimulation. Roll back the gauze, using it to wipe the cream from your face



If the treatment is during the day, remove remaining cream with cleansing tissues and proceed with make-up. If at night, go creamy and contented to bed

*The pay-off for this treatment chez vous
is given in approximate figures
on the chart up there at the left.
More about this procedure on page 112*

Six Economies



7539: Nucleus for a wardrobe —
a slim dress and a jacket to
wear with separate skirts.
Designed for sizes 12-20; 30-38

471: Unfailingly chic for a score
of occasions. Try different coloured
belts above that back-winged skirt.
Designed for sizes 12-20; 30-40

S-3940: The brilliantly simple sort
of dress that looks twice its cost.
Designed for sizes 12-20; 30-40

Back views are on page 112



S-3938:

A sweep and swish of skirt below the deep-dipping decolletage. In front, a moulded, high-cut bodice.

Designed for sizes 12-20; 30-40

7543: A new twist to the princesse dress that's kind to larger figures. It's a redingote effect over an attached panel. Designed for sizes 34-46

7546: A trim jacket (lovely in lamé) shown here over skirt 7547. Good, too, over dresses or a short dinner-skirt. Jacket designed for sizes 12-20; 30-42; skirt, 25-36

Designs for dressmaking



FROM now on, all the little Gretels in the toy weather-vanes are going to be pretty busy popping out. The Weather Bureau says to expect at least twelve days of rain or sleet or snow each month from now until April, and—as though that were not enough—eleven more cloudy days a month, besides, probably with light showers! So unless you want to be flying in the face of such sage prognostications, you had best stock up your closet with rubber shoes that will get you about this winter. Barring record-breaking blizzards, three types of overshoes should see you through. For downpours and light snows, there are the new shoe-like rubbers, with heels to fit your town shoes and weight so negligible you wouldn't know you had them on. For days when the street crossings are sloughed under with greasy black slush, you'll need tailored overshoes—about as far removed from the old flapping galoshes as the flappers who wore them. And third, you'll need storm boots, to keep the snow from slithering down inside when you tramp through the drifts to the door of your week-end house.

- Top: Cambridge Rubber Company opera pump made in several heel heights and colours; The Tailored Woman
- Second: U. S. Rubber Company storm boots that are sturdy, yet soft enough to fold up in your purse; Bloomingdale
- Third: Shuglov's Oxford, with a suède-and-patent leather effect, is trim for trotting round town; from Gimbel
- Fourth: These new Shuglovs use a startlingly lifelike alligator texture across the toes and heels, a wizardry that the Goodrich Rubber Company calls the Textran process
- Left: This overshoe from the Beacon Falls Rubber Company is cut to a peak over the instep, fastened at one side, and looks very much like a well-bred street Oxford; Altman



For the Expected guest The soup de luxe

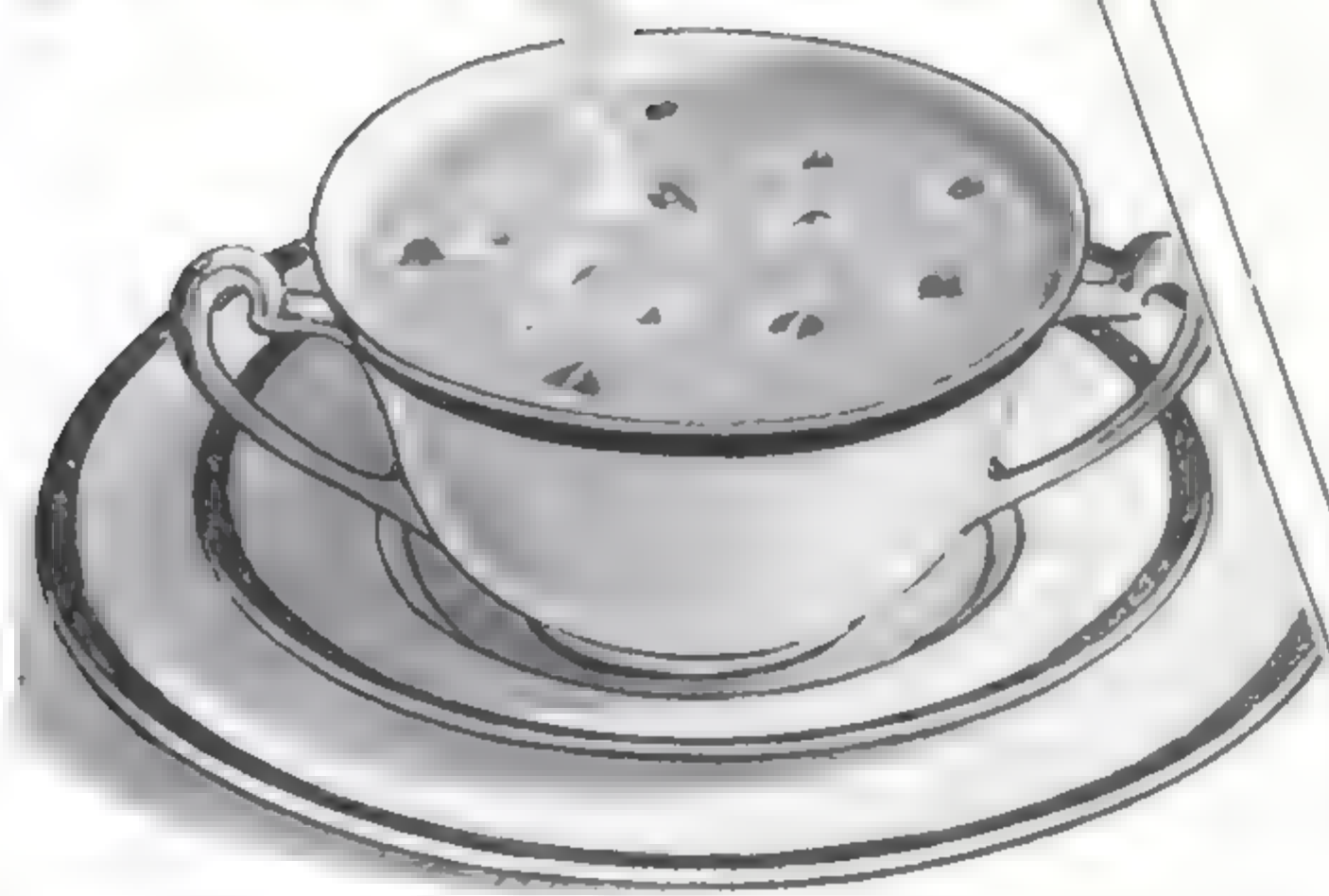
Too much has already been said about the unexpected guest. But for the expected guest, nothing short of the finest and best will ever do . . . So—enter the first course—and a graceful compliment is conveyed in the serving of this sumptuous soup—Campbell's new Cream of Mushroom—with an accent on "Cream", and another on "Mushroom".

You will declare that never before have you known a Cream of Mushroom so deeply rich and utterly delicious with fresh mushroom goodness—that the new superb flavor is an inspiration and a revelation.

The mushrooms so generously used for it are freshly picked, then blended into a glorious purée with sweet, rich cream so thick it will hardly pour. Plenty of good-size pieces of mushroom throughout add perfection's final touch.

The eyes have it that Campbell's is mushroom, mushroom, and more mushroom! And palate seconds the motion. Serve this de luxe soup often—the triumph of master chefs, yet ready for your table in but a few short minutes.

Campbell's
* Cream of Mushroom
* with the accent on "Cream"
and again on "Mushroom"



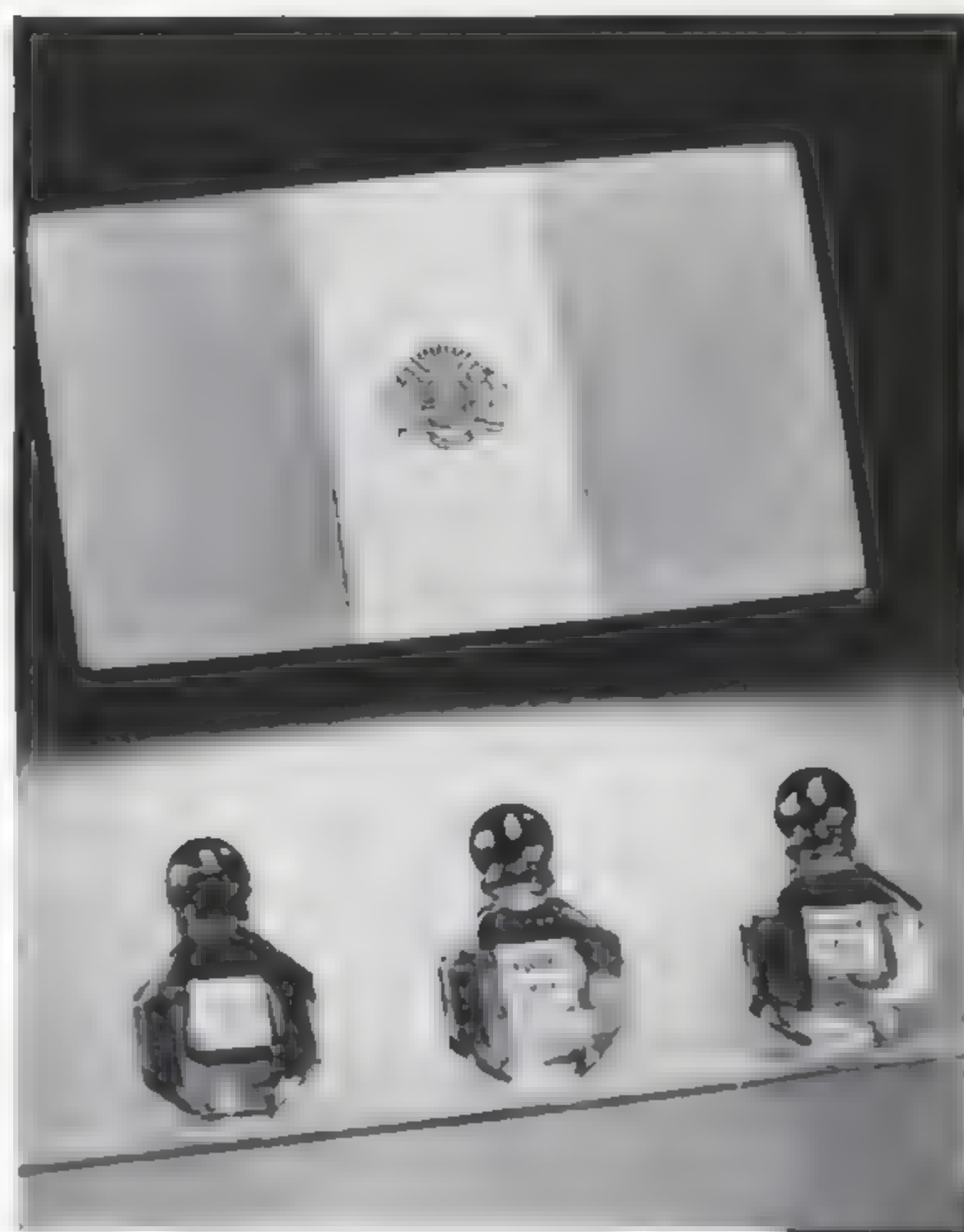
DISCOVERIES IN BEAUTY



Lengyel introduces an exciting new scent in "Parfum Impérial," bottled in a flacon carved by Lalique. The sachets, fragrant with the famous "Essence Impériale Russe," are smartly bordered with silk braid. You will look far to find better gifts



The complete Barbara Bates manicure equipment includes the implements for which this maker is famous and polishes made on a new formula. It is packed in these smart alligator or rawhide travelling-kits, which look like miniature dispatch-cases



These miniatures of three of D'Orsay's most popular perfumes—"Trophée," "Le Dandy," and "Toujours Fidèle"—are in this ingenious case, which, minus the perfumes, doubles for cigarettes. You'll buy it to give away and end by keeping it yourself



Helena Rubinstein's group of preparations to make your bath a place you'll want to stay in. The Milk Bath produces a bubbly foam to soothe and rest you. Body Smooth gives you a velvety finish. And Body Firm is a brisk after-bath astringent

ANDERSEN



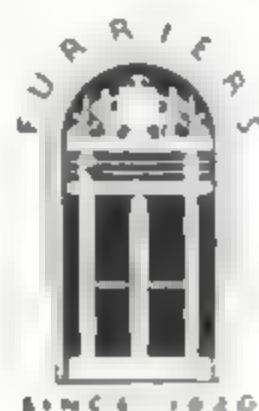
Horst

MINK THE MAGNIFICENT

Smart urbans live in a thoroughbred mink coat like this, which serves for the simplest day occasion or the most elaborate evening event. It is of rich, deep, *natural* mink . . . the lastingly beautiful quality for which Gunther is famous . . . \$1875. The hat is a Stetson velours.

GUNTHER

666 FIFTH AVENUE • NEW YORK



Shanghai

LENTHERIC

Shanghai

Lenthéric - paris

Nouveau parfum

Lenthéric

paris

Udall and Ballou

present three sparkling accents
for the new fall season



Skilled craftsmanship does clever tricks with clips...
two brooches and a bracelet that conceal their double
life. Even the connoisseur marvels at the unusual
prices consistent with Udall and Ballou quality.

Udall and Ballou

Jewelers Since 1888

Fifth Avenue at Fifty-seventh Street

NEWPORT

NEW YORK

PALM BEACH

DISCOVERIES IN BEAUTY



Matchabelli's snowballs are the gayest bit
of the season, opening to present you with
the trio of little crown bottles of perfume

ABOVE you see the most recent guise for Prince Matchabelli's famous trio of little crowns—a glittering snowball that carries the insignia of the royal crown. This seems an especially felicitous idea at the time, for this is the tenth anniversary of the appearance of Prince Matchabelli's perfumes in America. And it was ten years ago that Vogue first helped to start the ball rolling by discovering the perfumes that Prince Matchabelli blended to express individual personalities, and by writing about them in Vogue. Many of these perfumes, blended originally for friends, are now the popular Matchabelli fragrances of to-day, and, to those who remember their origin, they convey a certain personal feeling that is a pleasant association for any possession to have. The latest innovation in this series is a new Sceptre bottle to contain toilet-waters. This is designed to follow the graceful lines of the Imperial Sceptre—a motif that also appears in the new compact-and-lipstick set.

- Having given anniversary salutations, we now salute a new-comer. Marcel Rochas, the distinguished couturier, is presenting a new series of perfumes and cosmetics in the smart and simple guise that you see below.

The perfumes are the kind that make people ask about them when you wear them. They are three in number—"Air Jeune," "Audace," and "Avenue Matignon," with an eau de Cologne in the latter fragrance. "Audace" is the one that seems to have the most immediate appeal and is (Continued on page 104)



Marcel Rochas, the French couturier, is
introducing a series of new perfumes
and face powders in these smart guises

New . . . **A M O N G X M A S G I F T I D E A S !**

Campana
Introduces
The
Imperial
GIFT PACKAGE
OF
 ITALIAN BALM

● Styled to please both the eye and the purse...and just in time for Christmas. Here is a delightful innovation in packaging... a singularly happy detour from the usual gift idea... and a *practical* gift suggestion, because Italian Balm is one of the most highly prized toiletries in America among women who seek a year-round skin protector. The Imperial bottle holds 9 ounces, and fits the Italian Balm Dispenser....\$1.10 at all drug and department stores.



The hand of Lanvin
captures illusion in
four dramatic
perfumes

•
ARPÈGE • RUMEUR
SCANDAL • MY SIN



LANVIN
P A R I S

DISCOVERIES IN BEAUTY



Worth's "Projets," which, in transition to these shores, becomes "Clear Sailing," proves a lovely and provocative scent

(Continued from page 102) pretty sure to be one of those scents that will fall into the smart discoveries category this winter.

The range of shades in the Marcel Rochas powders is as wide as it is wonderful. Aside from a great variety of daytime shades, the evening shades include a pale green powder, a pale mauve, which gives a *perlé* effect to a blond skin, and a very new azure-blue that is amazingly effective on a skin with a great deal of natural colour. The Marcel Rochas series is already to be found at Saks-Fifth Avenue and other important shops in New York and throughout the country.

• If you have ever been in London and had a Cyclax treatment, you have undoubtedly joined the army of those who wish that they could have such a treatment at home. And now they can, if home is in New York or the environs. For Cyclax, after forty years of success in London, has branched out to New York, and you will find the headquarters at 7 East Fifty-Third Street, in an attractive salon under the supervision of the directress of the London salon. The Cyclax treatment is an experience in more ways than one, because it is probably unlike any you have ever had before, but the consensus of opinion seems to be—it agrees with *my* skin, whatever type that skin happens to be. To begin with the variations, the operator sits facing you throughout your treatment, except for the work on your back and throat. Then, at the (Continued on page 114)



Charbert's After-Shaving Lotion, in its leather-covered flask, is something discriminating gentlemen bless you for discovering



Your face reveals your age

HERE
HERE
HERE



● Do you know where your face gives away your age? Get out your mirror now and look! Look at your nose for black-heads. Look around your eyes for crow's-feet. Look at your throat for "bracelet" lines and crêpiness.

If you see these warnings, your skin needs specialized treatment...now! Not with *one* preparation supposed to do so many things that it does none of them intensively. But with *three* creams...one for each definite purpose! With Dorothy Gray creams, for the Dorothy Gray Salons know from thousands of treatments exactly what each skin condition requires:

FOR YOUR NOSE. Cream 683 (Dry Skin Cleanser). Double beating has whipped this cream into frothy particles that give dry skin the extra-bland cleansing it needs. If your

skin is oily, use Dorothy Gray Cleansing Cream. It liquefies, floats out dirt, cleansing thoroughly. Each of these cleansing creams now comes in a four-ounce jar... twice as big, for \$1

FOR YOUR EYES. Use Eye Wrinkle Paste, to counteract crow's-feet...\$1.50. Special Dry Skin Mixture to help keep dry skin smooth...\$2.25. These, and all Dorothy Gray emollients, now prepared with a vitamin!

FOR YOUR THROAT. Dorothy Gray Throat Cream to combat crêpiness, sagging lines. Special size, with single chin strap...\$2. Large jar Throat Cream...\$4. Large jar Throat Cream with double chin strap to help firm and model contour...\$5

At all leading drug and department stores.



At last, a Cold Cream of Salon quality, pure, fine, fragrant. Cleanses, softens. Large jar, \$1.

Dorothy Gray
REG. U.S. PAT. OFF.

DOROTHY GRAY SALONS

... a corporation, successor to Dorothy Gray

DECORATOR'S LOG

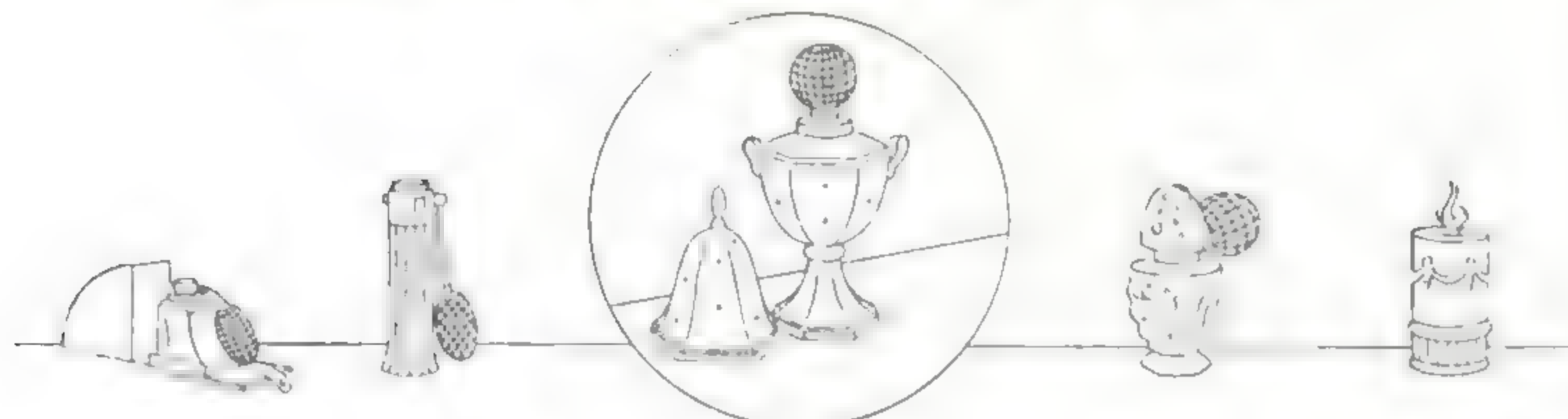


This DeVilbiss Perfume Atomizer in Lenox Hellock China is shown, with top removed, in circle below.

"PERFUME SHOULD ALWAYS BE SPRAYED" SAYS YARDLEY

Yardley explains—"A perfume sprayed is always more subtle, more alluring . . ." And all leading perfumers agree! To spray perfume to its best advantage, use a DeVilbiss Atomizer—it changes a single drop into 2000 radiant atoms. The DeVilbiss line includes every color and style. There are period and modern designs in imported and domestic glass and Lenox China . . . non-evaporating atomizers for traveling or boudoir use . . . special large-size models for spraying eau de cologne. Sold at leading stores.

DeVilbiss



P E R F U M E A T O M I Z E R S

THE vertical lines of three tall windows dominate the decoration of a drawing-room lately finished by Lee Cook, of Décor. This distinguished room is an example of the tendency toward heightening, even to the point of exaggeration, certain architectural limitations, for the windows have been made to seem taller by the engraved mirrored panels set over them. A cornice of concave mirror leads the eye even farther, and a pair of highly decorative doors relieves the severity of the colour scheme, which is in three shades of grey and silver. The doors have six panels, each framed with rococo scrolls, and are supplied with beautifully cut crystal knobs copied from Regency originals. The walls, ceiling, carpet, and curtains are in the same value of grey; the carpet (one of the new hand-carved variety) introduces the only positive colour in the room in its centred oval pattern of rococo scrolls in deep carnation-red. This colour is repeated in the lining of the silver curtains and, sparingly, as accents on certain pieces of furniture. There is, too, a crystal chandelier indirectly lighted, and the antique eighteenth-century and Regency furniture employs wonderful old woods: amboyna, blond pine, rosewood, and zebra-wood.

In the shop of Décor are dozens of proofs of their ingenuity in modernizing old pieces. There is a rather simply designed commode of blond pine, with decoratively carved mouldings surrounding the panels. These panels, once of pine, are now replaced with mirrors, and the change is both charming and legitimate.

Here, they have the trick of taking old painted and gilded pieces, and, stripping off the painted parts, they leave the original gilt to harmonize with the soft pinkish tone of the natural wood. A pair of Adam console tables has been treated in this way, and several chairs, Regency in design, show this new treatment. An old pine sewing-table, once painted and graced at one time with a needlework top, is now of the useful coffee-table height, with the worn needlework panel replaced by an inch-thick mirror adorned with rosettes engraved in the pattern of the metal ones on the original table.

- After her tentative gestures in the direction of modern furniture last spring, Rena Rosenthal is now developing this part of her shop. While much of this furniture must be specially made, there are enough tables and chairs and cabinets in the shop to show you how well it will be done. And there are numbers of sketches to be brought out for your approval or changes. There are a new coffee-table in burl walnut, oblong, with simply curved outspread supports and a beige leather top; a square cocktail table that hides two smaller ones underneath it; and a long shallow commode planned to make the pattern of the wood its chief design.

Mrs. Rosenthal has been designing and—even more remarkable—having made in this country porcelains and potteries that are distinguished in their simplicity. A white porcelain service-plate has six or seven bands of gold closely spaced around the edge, and the generously proportioned white flower-pots with a single cord around the middle, ending in a bow-knot at the front, are so inexpensive that a pair's the thing. Then there are the new brass-and-wood lamps (the natural wood of the body polished and carved in a single, simple motif), mounted on polished brass bases and fitted with urn-like handles of brass. Shades of vellum or polished brass are suggested for these.

- Alice Marks has taken time out from her assembling of the perfect breakfast service to collect a great amount of old china in England. There are unusual single pieces of Leeds and Lowestoft, pairs of dessert dishes, and whole dessert services of Worcester, all perfect gifts for collector-friends. And if it is an important collector-friend, there is a pair of small and rare pearwood vitrines, four feet high and less than one in width, to show these porcelain prizes. And here you will find a reproduction of the old Victorian castor-stand, in polished light or dark wood, and in each of the four places where (Continued on page 108)



LOVELY LASTING GIFTS

(Read down, starting upper left corner)

Stratosphere Smokers' Stand.....	\$5.00	Automatic Table Lighter.....	\$1.00	Duplex Jelly Dish.....	\$1.50
Electric Buffet Warming Oven.....	12.50	Coffee, Sugar & Cream Set.....	3.50	Cake and Sandwich Trowel.....	1.00
Relish and Jam Dish.....	5.00	Crumber (and Brusher).....	2.00	Blue Moon Cocktail Shaker.....	4.00
Nut Cracker Bowl and Picks.....	5.00	Iced Drink Cup & Mixer.....	1.00	Cocktail Ball and Saucer.....	1.75
Butter Dish.....	3.50	Ring Tray.....	3.00	Blue Moon Cocktail Cups, each.....	.50
Sparta Water Pitcher.....	4.00	Electric Snack Server.....	12.50	Festivity Tray (stainproof).....	6.00
Ice Bowl and Tongs.....	3.50	Tulip Serving Dish.....	2.50	Berry Bowl and Spoon.....	5.00
Piccadilly Cigarette Box.....	2.50	Sugar Sphere.....	1.00	Delphic Serving Fork, to match.....	1.00
Band Cigarette Box.....	3.00	Salt and Pepper Spheres, pair.....	1.00	Old-Fashioned Cocktail Cup	
Wing Ash Tray.....	2.00	Napkin or Stationery Holder.....	1.00	(with Muddler).....	.75
Cigarette Lighter Holder		Cheese Tray.....	3.00	Cocktail Tray.....	2.50
2 Trays (and Tray).....	3.50	Cheese Knife.....	.75	Desk Lamp.....	3.75

CHROMIUM
by
CHASE

Sold by
leading Department Stores,
Gift and Jewelry Stores, everywhere

FREE FOLDER 40 moderately-priced
Christmas Gifts illustrated with prices.

Chase Brass & Copper Co., Dept. V-16, Chase Tower
10 East 40th St., New York City

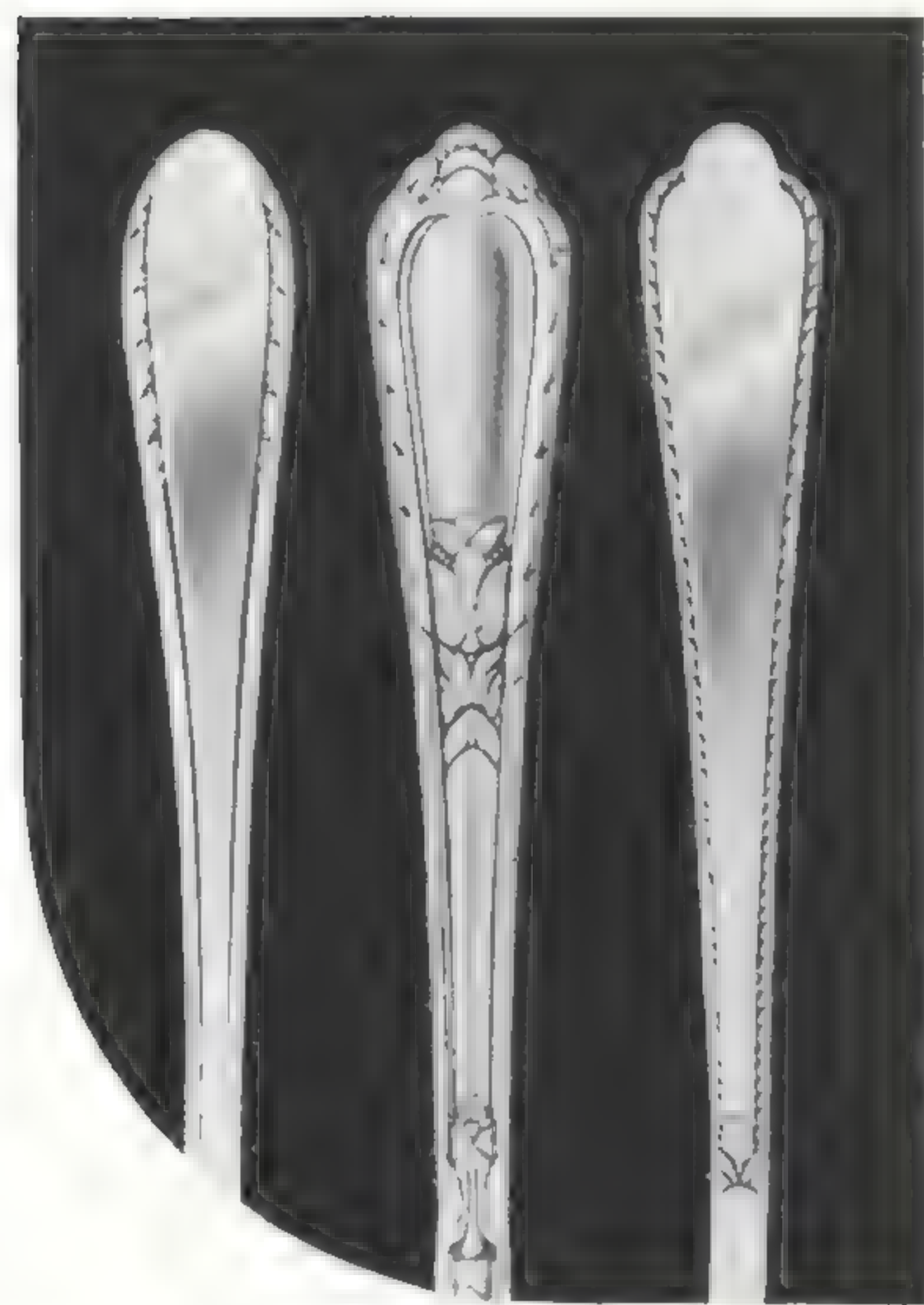
Please send me a free copy of your illustrated Christmas Gift Folder.

Name.....

Address.....

City..... State.....

*It's so like you,
Alice dear, to send me the best...
it's lovely Sterling Inlaid!*



"I was just hoping someone would think of Sterling Inlaid. Mother was given a set of Inlaid, you know, when she was a girl... and it's still like new. So am I thrilled! Alice, you're a dear sister!"

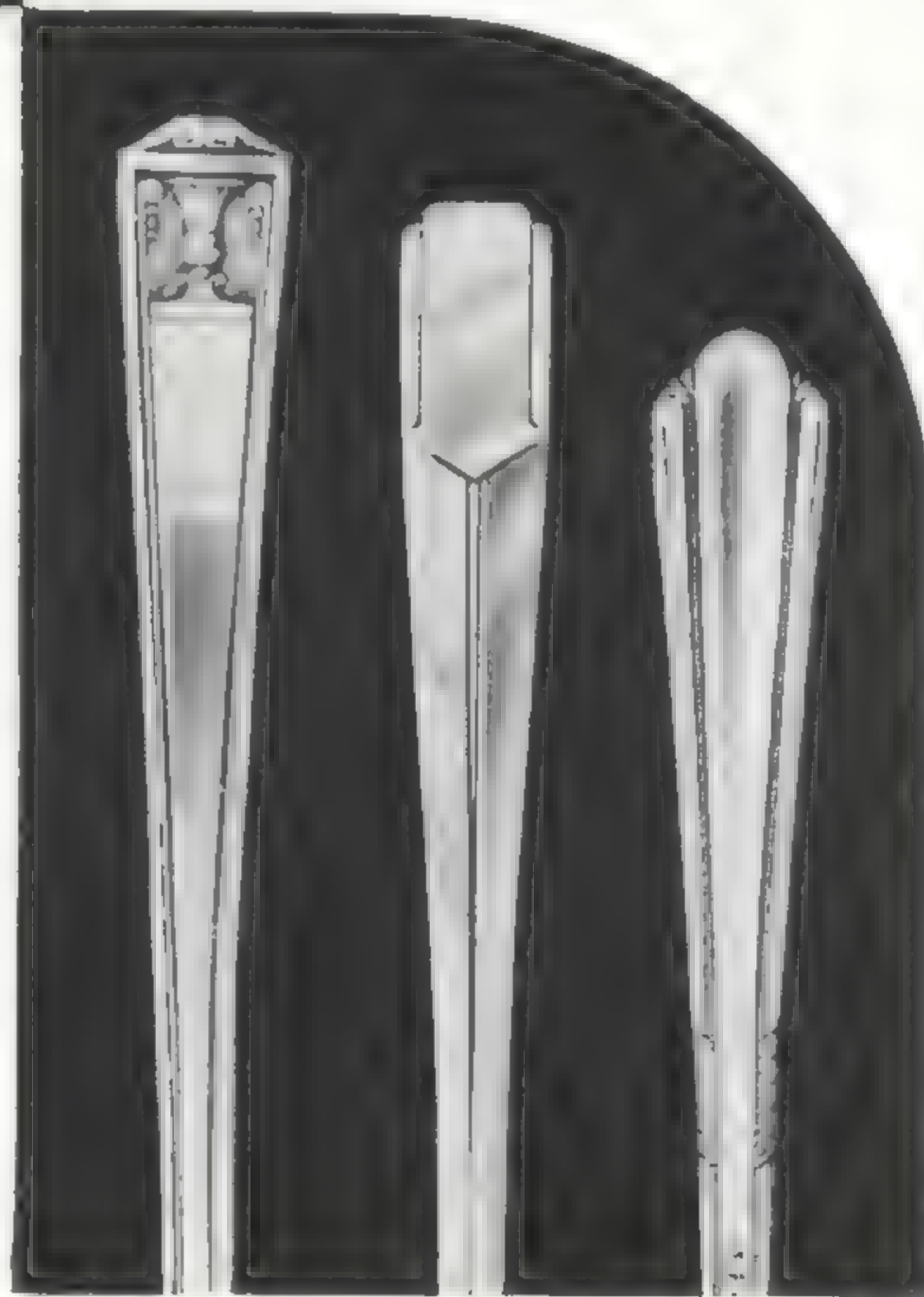
Proud little bride! With the very "best" husband, of course, in all the wide world... and now the very best silverplate... to love and live with the rest of her life. No wonder people envy her!

See all six patterns in Sterling Inlaid yourself. All are divinely beautiful... for, naturally, only the finest in design is worthy of finest Sterling Inlaid craftsmanship. Choose your favorite... and glory in knowing you have the most illustrious and correct silverplate there is!

Six tea spoons, only \$4.25. A 30-piece Service for Six, only \$32.95. And many Authorized Dealers offer a convenient budget plan.

The patterns, left to right: First Lady, Masterpiece, Guest-of-Honor, Century, Napoleon, Charm.

IS The quality mark of the International Silver Co., Meriden, Connecticut



HOLMES & EDWARDS Inlaid
"Something more than plate"



It's constant rubbing that wears thru the plating of most silverware. But Holmes & Edwards is Sterling Inlaid at these two wear points. Before plating the most used pieces, Sterling Silver (not simply an extra silver plate, but actual blocks of Sterling Silver), is invisibly inlaid... guaranteeing a lifetime of beauty.



© 1936, I. S. CO.

REG. U. S. PAT. OFF.

URNS WITH A GOURMET

FASHION and food, and fashions in food—what Paris has to say about them is always good news. Here are some random jottings on where and what they're eating...

The "Tipperary" at Chantilly makes a memorable omelette with pieces of the solid outside part of fresh tomatoes and Parmesan cheese mixed in the omelette, and sour cream poured over it just before it is taken out of the pan. "Maxim's" serves scrambled eggs with just a little grated Parmesan cheese and a dash of Chablis added at the last minute. The trick of the special consistency of this dish is to scramble the eggs over boiling water rather than over fire.

The Comtesse Celani serves a dish of fluffy *gnocchi*—almost like a soufflé—with a sour cream sauce poured over, Parmesan sprinkled on top, and the dish browned in the oven. It makes an excellent luncheon dish. The Duchesse d'Ayen serves for a first luncheon dish, *risotto* (rice browned in butter with a dash of onion and cooked with chicken bouillon) with whole hard-boiled eggs on top, and then a cream sauce that has a dash of curry in it, poured over. Another good luncheon idea is small individual soufflés with pieces of chopped ham and chicken livers in them, served with a mushroom sauce.

"Nine," the wonderful three-hundred-pound Marseillaise, who has a tiny *bistrot* next to the Bal Tabarin, serves fresh lobsters from Marseilles, flambé with *fine champagne* and fresh sweet olive-oil. There is nothing to equal them in Paris. She usually cuts the live lobsters in half and broils them a little with olive-oil and then pours *fine champagne* over them and serves them flaming in the shell. She gets her fish all the way by plane from Marseilles—including all the essentials for her bouillabaisse—and she will give you such delicacies as red mullet stuffed with fennel and broiled.

Another good lobster *bistrot* in Paris is "Les Fleurs" at 8 rue des Abbesses. There are only about eight tables and a four-foot kitchen—but the result is stupendous. Their specialty is *homard à la crème* served in shells. The sauce has Chablis in it, pink lobster eggs, tarragon, sour cream, and probably a little mushroom juice. And their soufflés are so famous that nobody ever seems to order anything else there—particularly their special "Grand Marnier" ones, which are no more than a simple vanilla soufflé with a small glass of Grand Marnier added to each one.

One of the most popular *bistrots* at the moment is "Chez Vincent"—on the rue Saint-André-des-Arts. It is terribly crowded, and it takes hours to be served, but the frogs' legs are worth it—if you like frogs' legs. They serve them sautéed in fresh butter and a great deal of garlic and parsley. It is always good to use parsley with garlic, for it partly counteracts the aroma without killing the taste. They also do sole beautifully at "Chez Vincent"—small fillets sautéed in parsley butter; and a great specialty of theirs is duck cooked with green olives.

Nothing is as good as potatoes well cooked—a fact that the French appreciate. The great secret seems to be to prepare them in advance and let them soak in fresh water for hours.

But Parisians aren't talking only about their own restaurants. In the midst of animated discussions on food, when every eye sparkles and every voice rings with passion, you will hear famous London names, making curious English sounds among the French. They are enchanted with the fruit hors-d'œuvres at Claridge's—that large trayful of pineapples, grapefruit, fresh pears, and avocados—all stuffed with something interesting.

They have discovered another delicious dish at the "Rendez-vous," where cold sole is served with a sauce made up of mayonnaise mixed with fresh raw tomato pulp and tarragon leaves. And then the gooseberry tart at the Berkeley, they exclaim, and the Irish stew at Claridge's—made even more delicious by being served in a soup-plate and eaten quite frankly with a spoon.



IN *LaGarde* HANDBAGS

THOROUGHbred quality needs no superlatives. Real aristocracy speaks in the modulated voice that good taste understands. If this is your creed . . . if you love the feel of fine leather . . . the companionship of the genuine . . . the open-faced honesty of true craftsmanship combined with sensible serviceability . . . then you are the type of person for whom La Garde handbags are fashioned. The better shops show them.

LaGarde Convenience Features: Many have one or more of the following: Secret Hideaway Pocket • Expanding Gusseted Zipper Pocket • Hinged Drop-proof Mirror • Key Case with Individual Removable Hooks • Indexed Address Book • Billfold. Reasonably priced . . . \$5.00 and up.

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Rolfs LEATHER GOODS FOR MEN

Billfolds. Removable Hook Key Cases. Thin-fold Letter Cases. Many attractive styles in luxurious leathers. May be purchased individually or in matched sets. Wonderful gifts for all occasions. Priced from \$1.00 up—at all better shops. Illustrated—in ostrich—Letter Case No. 803-90, \$22.50; Billfold No. 506-90, \$18.50. Gold corners additional.

Upper Left—1518-18. Pochette calf, fitted envelope. Black, brown, or blue . . . \$15
Upper Right—2504-30. Imported English morocco. Under-arm bag. Black . . . \$25
Lower Left—1057-11. Pin grain calf. Top handle envelope. Black, brown, blue . . . \$10
Lower Right—5146-11. Double flap envelope. Pin calf. Black, brown, blue . . . \$5

Controlled LOVELINESS!



It is not enough for a foundation garment to merely *control* the figure. It must, at the same time, heighten the beauty and add grace to the line of the body. FLEEEES do that like no other garment made. The velvety restraint is *planned* to provide a natural molded line that brings to full flower the best that Nature gave you. Whatever your type of figure there is a special FLEEEES to make it lovelier. The new Empire fashions you will wear this season, are charmingly interpreted by FLEEEES—the modern corset.

Twin-Control for the average figure—Super-Control for the full figure. At all good stores.

ARTISTIC FOUNDATIONS, Inc.
417 Fifth Avenue • New York, N. Y.

Fleees
TWIN AND SUPER
CONTROL

THE WORLD'S LOVELIEST FOUNDATIONS

HIGH DRAMA OUT OF PARIS

- The hats Marlene Dietrich bought recently in Paris were quite mad, but very dramatic. The first, right, is Agnès' blue and red suède hat with a cascade of blue feathers and a suède scarf to match.
- Second: Agnès' topless black felt hat, combined with red and blue suède and misted with feathers.



- Agnès uses wine-red suède for this hat with its rolled brim jutting forward from a draped peaked crown. A red feather quill streaks up one side.
- Far right: Agnès' fantastic black suède hat with the crown tweaked to a point and a tassel of fringe so long it may be looped around like a scarf.



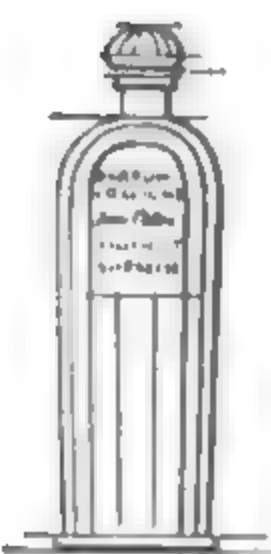
- Far left: Reboux ties a cone-shaped hat of wine coloured felt with a woolen cord, and muffles the neck with a wine dotted tie-silk scarf that completely conceals the chin.
- The other Reboux hat has stripes of dull and shiny felt, with two fantastic folded peaks that stand straight in the air.

- Reboux emblazons a white felt motif on a black felt flower-pot hat (left, below). With it, her velvet scarf, tied in an enormous bow that shows half of itself in white, half in black.
- Another Reboux caprice is that amusing horn-like hat of furry purple felt with a brim shooting well forward in front. This Reboux scarf is silk, combining pale and royal-blue with purple. Marlene Dietrich wears these hats with simple clothes—for a clever woman never goes dramatic in all directions at once.





"Moment Supreme"
A PARFUM OF DELICACY AND CHARM



Also
Parfum Cologne MOMENT SUPRÊME
"Lasting as a perfume—
Refreshing as an eau de cologne"



Face Powder
MOMENT SUPRÊME
Delicately scented with the
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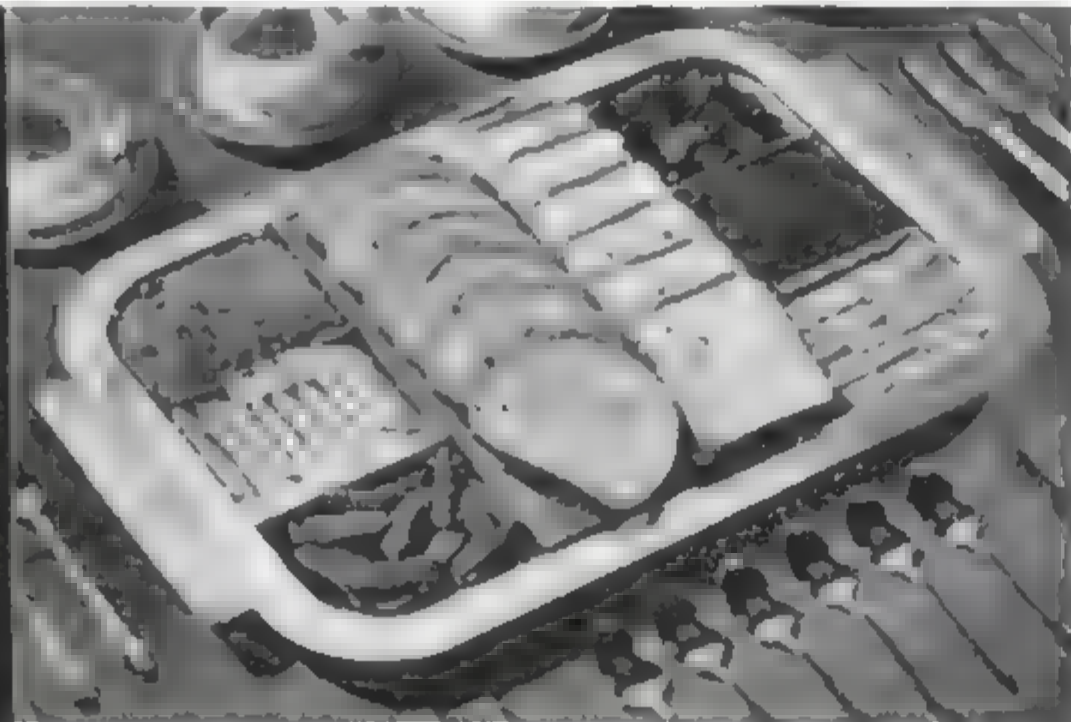
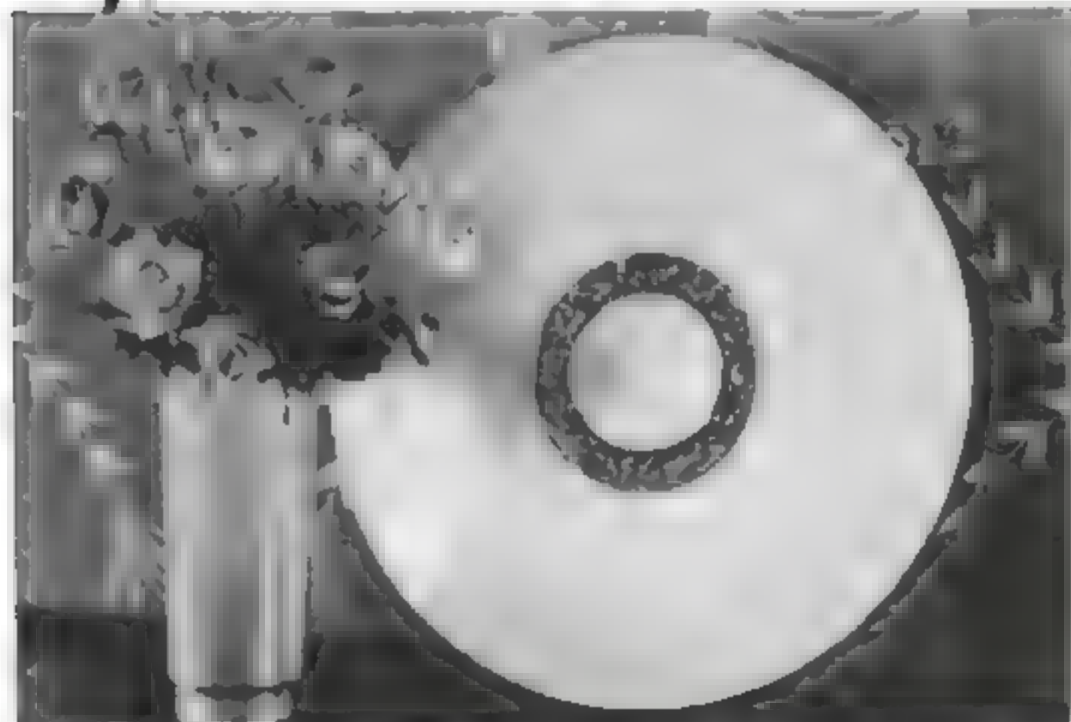
• Looking for a gift that will make someone remember you as the thoughtful giver?

Kensington gifts have much-sought and rarely-found distinction. Kensington pieces are beautiful, in chaste lines and lustrous metal. They are smart, for modern tastes and modern needs. And Kensington is enduring... it is made of the new alloy of Aluminum which neither tarnishes nor stains, and does not even require polishing.

In price... well, you can be thrifty or lavish. There is a wide assortment of Kensington gifts. At the better stores everywhere.

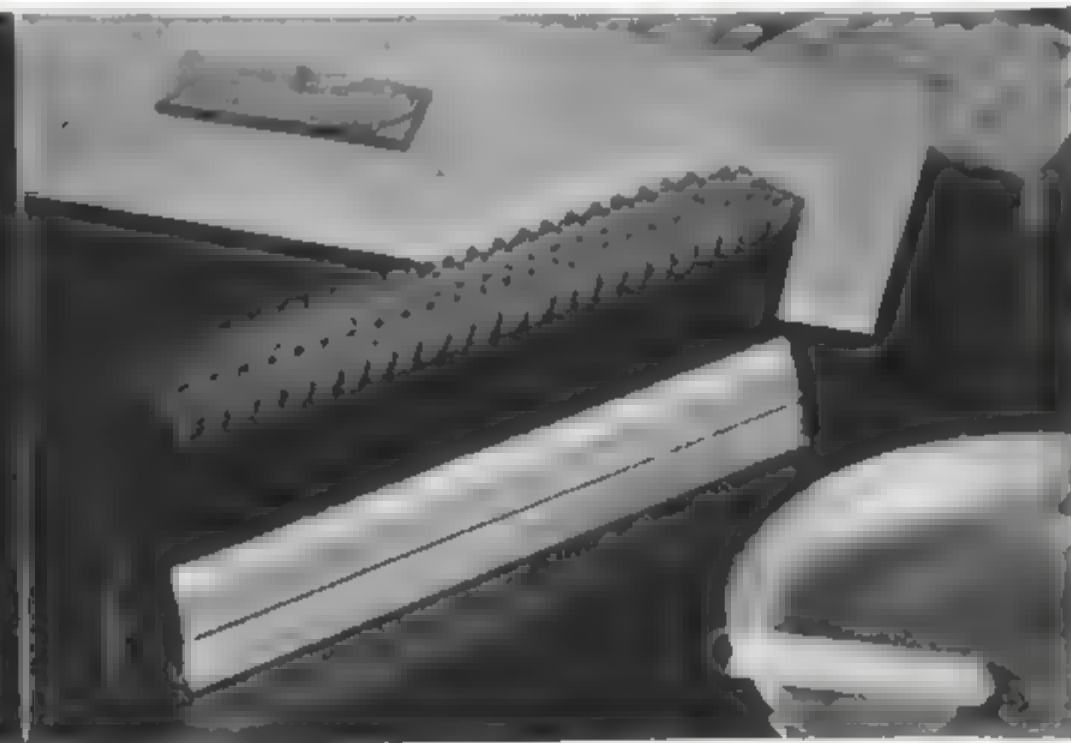
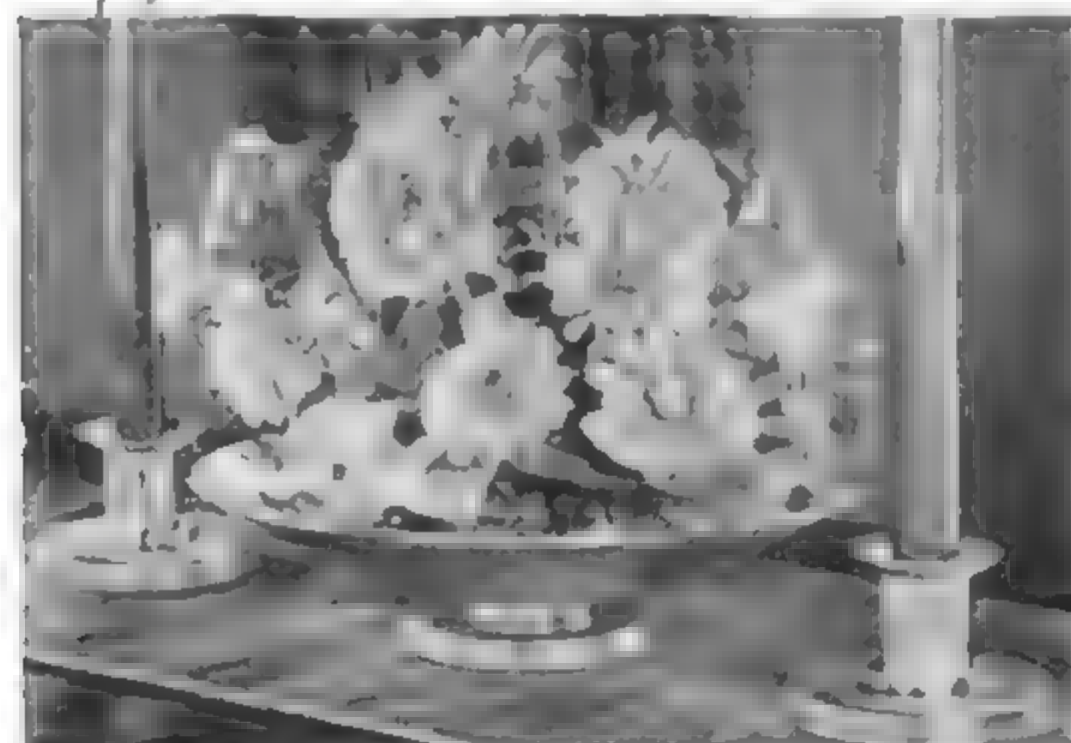
The Zodiac Platter. A beautiful plaque, a serving tray for sandwiches or canapés. 18 inches. \$10.00.

The Hunt Buffet Server. Compartments removable, leaving splendid serving tray. 14x22, \$12.50. Tray only, \$10.00.



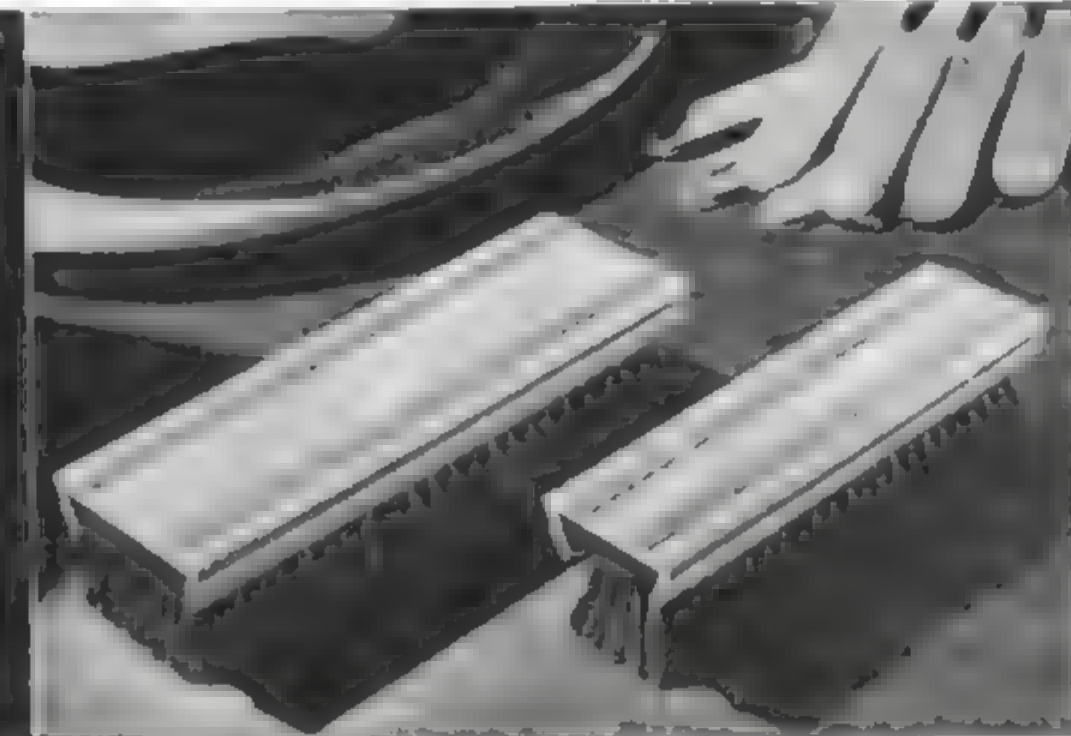
The Sherwood Console Set. Shallow Compote. Diameter 10 inches, \$6.00. Candle Sticks. Each, \$2.50.

The Matchmaster. Bridge prize, remembrance. Colored tips; lustrous Kensington holder. \$1. Refills, 2 for 75c.



The Hexagon Cigarette Box. Really distinctive. Height 4 3/4 inches. \$5.00. Ash trays to match. Four for \$5.00.

The Clothmaster and Hatmaster Brushes. Matching designs; engrave beautifully. Clothmaster, \$2. Hatmaster, \$1.



Kensington
INCORPORATED
OF NEW KENSINGTON
PENNSYLVANIA

DECORATOR'S LOG

(Continued from page 106) condiment bottles reposed, there is a small crystal tumbler to hold flowers—which Miss Marks will have filled for you, too.

• **ITEMS ABOUT TOWN:** In a new shop at Park Avenue and Fifty-Fourth Street, The Pillow Shop carries on with its beautifully made (and largely specially made) lamp-shades and cushions. Particularly good are the large shades of cream coloured silk-and-linen damasks in small patterns; a low circular table with its top completely covered with a huge old engraving; and a dressing-table and stool of ivory satin quilted with sprays of flowers.

Henry Dreyfuss' double glass screen filled with ferns and lilies is an idea that can well be adopted to fill in the side of a too-wide doorway. Mr. Dreyfuss designed this screen as a partition in the dining-car of the new Detroit-Cleveland train. Two sheets of glass were set from floor to ceiling a foot or so apart, and the space between them filled with pots of lilies and delphinium. In most houses, the space will be rather less than that, and a shallow metal tray to hold the plants can easily be slipped in and out.

Howard and Schaffer have a new fabric, a heavy woven cotton with a cream ground patterned thickly with leaves and branches, the latter in tones of green, or blue, or plum. It is really a chintz design applied to a woven fabric, but the thickness of texture at once distinguishes it from chintz. Your decorator will have to get it for you, since Howard and Schaffer are wholesalers.

The growing demand for opaque lamp-shades has brought out some very interesting ones made of wood. Gotham and MacLaughlin, in Sixty-Second Street, make these to order, and, if you are uncertain as to size, they will use their expert sense of proportion on your own lamps. They make, too, a shade of stretched taffeta that is new: the wire frame of the shade repeats the motif of the base, in each panel; or, if it is a simple border, such as the Greek key, this is repeated around the bottom of the shade, under the taffeta, so that there is only a suggestion of the pattern when the lamp is unlighted. They have, also, a set of really unusual Directoire chairs, four of them, in pearwood with the usual heavy top rail delicately pierced in a wave pattern. And no end of antique lamp bases of their own, if it is more than shades you require.

Pitt Petri, of Madison Avenue, is showing a number of accessories that will make excellent presents for men, one of which at least must have been directed at this season of long-stemmed chrysanthemums. It is a very tall, square crystal vase, seven inches wide and more than nineteen high, and just right for the floor (if you have a low ceiling in your flat), at either side of the mantelpiece. Another is the oblong cocktail tray of dull-polished walnut inlaid with holly—this has an ingenious slot into which the bases of the glasses slide, making tipping practically impossible.

Edward Garratt's establishment is nine floors above Madison Avenue, but the upward trip is worth making. Mr. Garratt's modern mantelpiece of polished steel, glass, and gilt, is one reason, and his collection of English furniture, both antique pieces and reproductions, is another. The mantelpiece has a shallow shelf of thick glass topping its steel face; this shelf is supported by flat glass pilasters to the floor, and a rather Empire ornament of cast glass and gilt is centred over the opening, which is outlined in narrow mouldings of gilt. The furniture collection is dominated by a vast, but superb, Chippendale cabinet of stripped pine some nine feet high, and very simple in design, with bands of carved fretwork "in the Chinese taste." The long Sheraton sofa of painted bamboo is a gem, plus the fact that it was designed to have actual upholstery on the seat and back, instead of the usual thin pads. And the copies of old oak and walnut urns made into lamps are notable, since, for the past year, there have been too few of the old ones to go around.

EVERETT GRAY LINSLEY



MORE HOURS OF PLAY WITH THESE NEW CONGRESS CARDS —

MORE

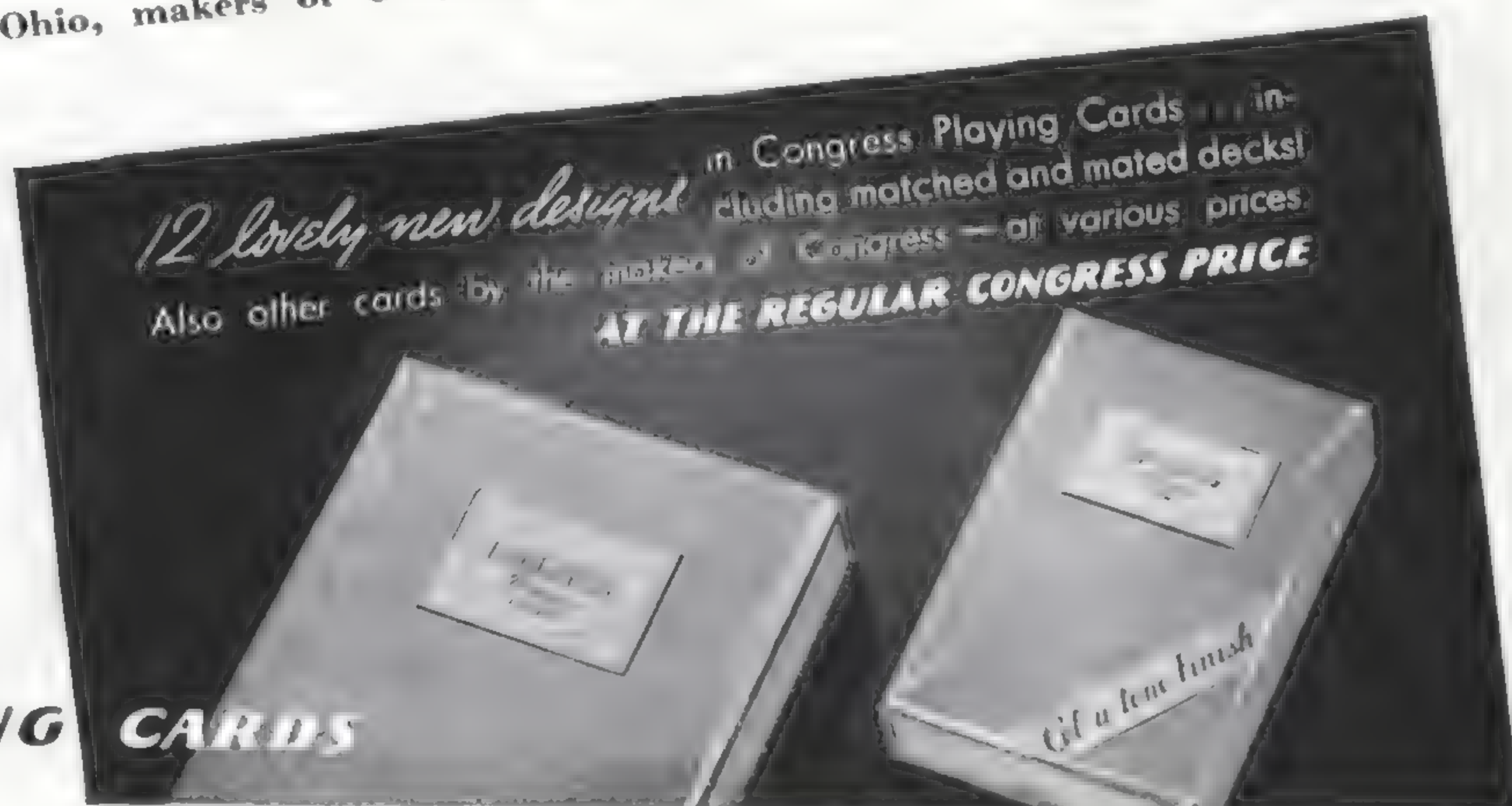
THAN EVER!

And a more dramatic beauty, too! Congress Cards in the long-lasting Cel-u-tone finish... chosen by the famous Del Mar Club



Copr. 1936 by The United States Playing Card Company

♥ Quickly the news is spreading about a sensational new kind of playing cards... Congress Cards in the long-lasting Cel-u-tone finish. These cards have "snap"—and they keep it! ● Equally interesting—the exclusive Congress process which gives these cards their vitality, gives them also a marvelous luster and exceptional slip in play. Their hard, smooth-as-silver surface is proof against smudge and soil. ● All Congress Cards—and only Congress Cards—are available in the new Cel-u-tone finish. Developed in the laboratories of The United States Playing Card Company, Cincinnati, Ohio, makers of Congress, Bicycle and other famous playing cards.



THE NEW

Congress

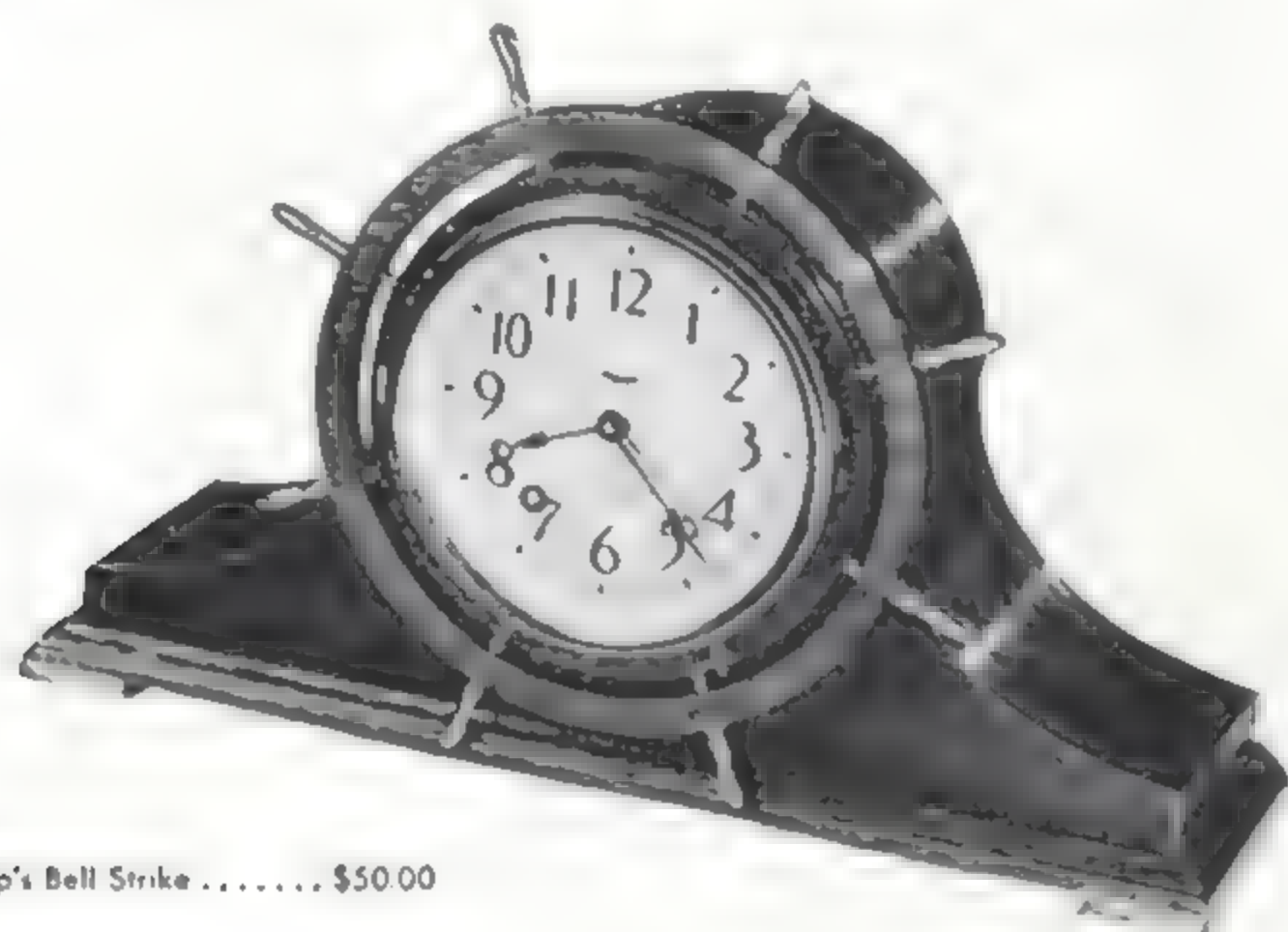
PLAYING

CARDS

Shop here

for timely gifts

All ready for the ribbons! No trouble at all to buy. Correctly styled for any period. Mantel, wall, desk or boudoir. Chime, strike, ship's bell or time only. Eight-day key-wound or self-starting electric. And priced right for your crowded Christmas budget—as little as \$4.95. They're waiting for you to make your selection at leading jewelry and department stores. Seth Thomas Clock Company, Thomaston, Conn. Makers of fine clocks for more than a century.



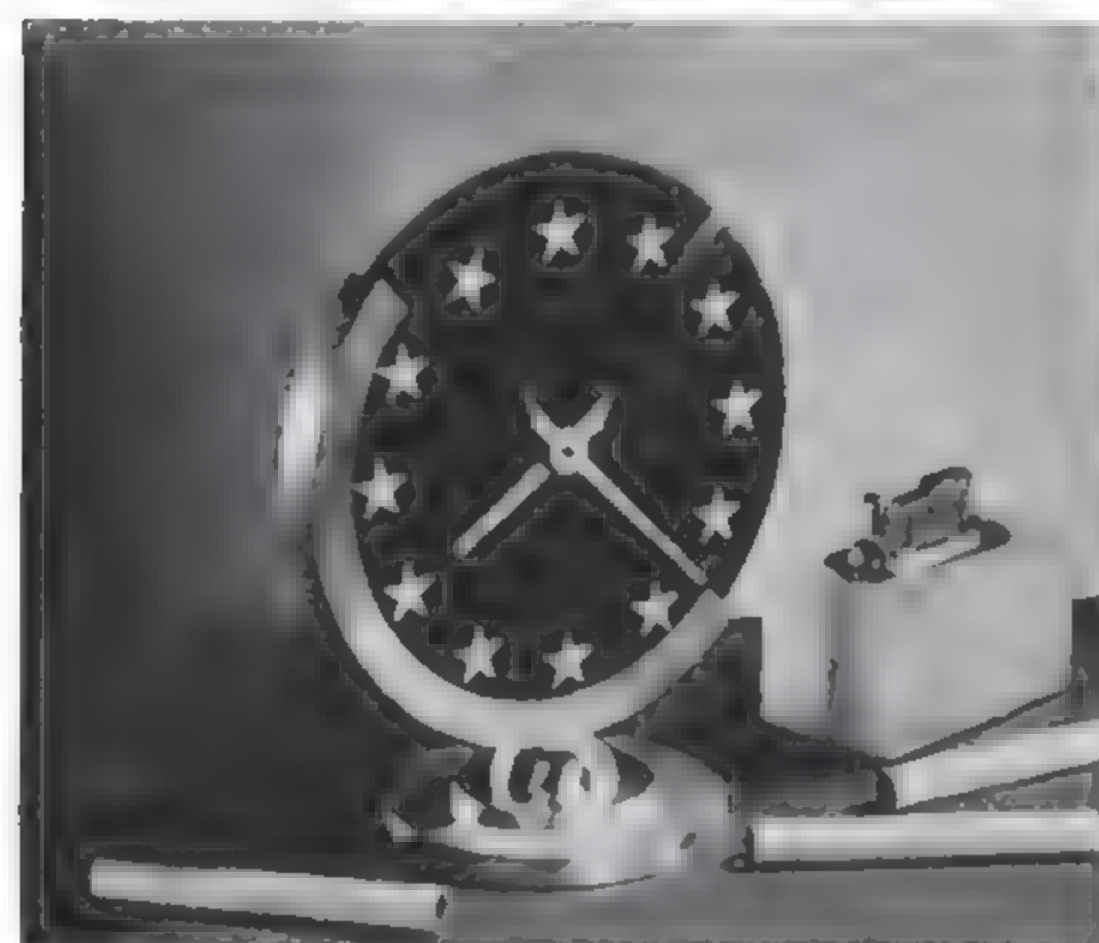
HELMSMAN ... Eight-Day Ship's Bell Strike \$50.00



LINNET Self-Starting Electric Time \$10.95
SHAMROCK Eight-Day Key-Wound Time \$10.95



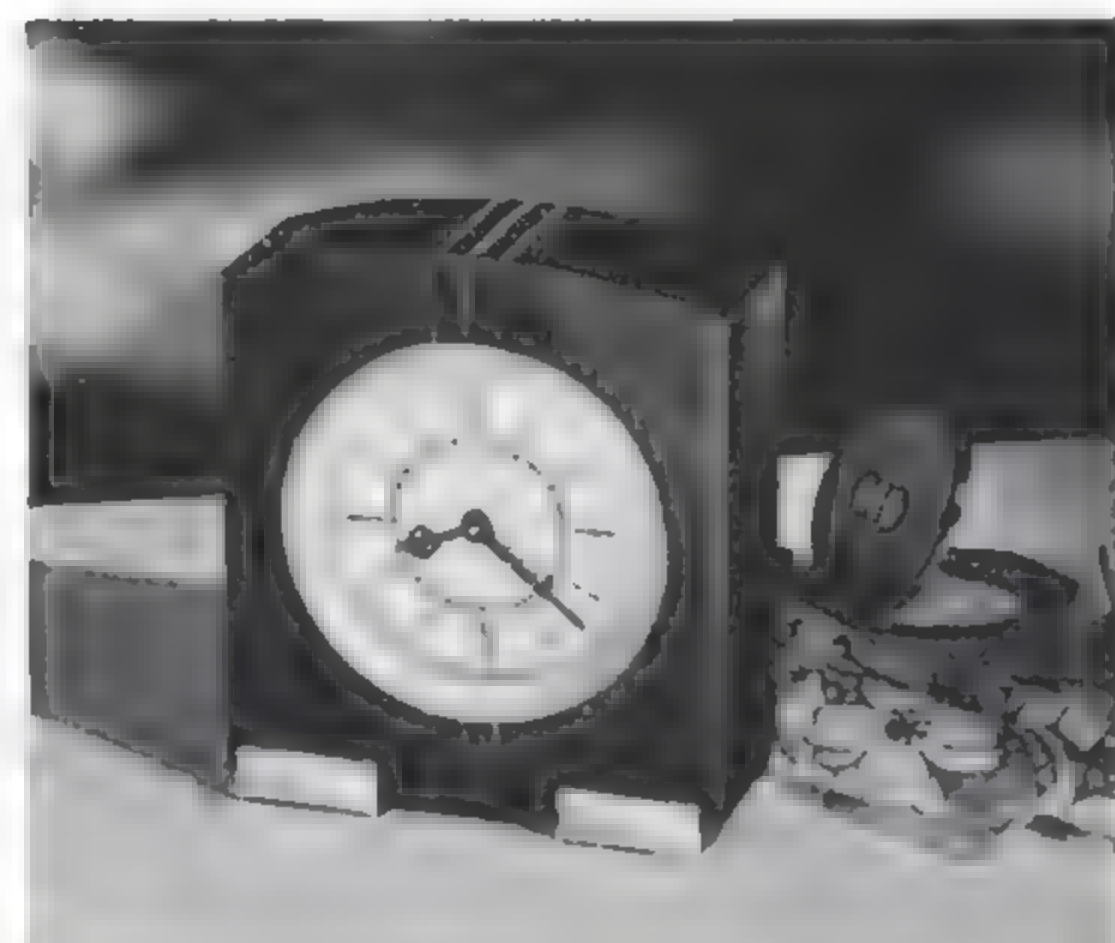
MIDDLETON Self Starting Electric Strike \$22.50
SHARON Eight-Day Key-Wound Strike \$20.00



TWILIGHT Eight-Day Key-Wound Time \$9.75



CRANDALL Eight Day Key Wound Strike \$25.00



VERNA Eight Day Key-Wound Time \$4.95

SETH THOMAS

KEY-WOUND Clocks ELECTRIC

SERVANTS, INC.

(Continued from page 69) she was soothed out of the door.

Sometimes, however, the perfect servant and the perfect circumstances are found for even the most temperamental of employers. One agency sent a succession of cooks to a woman who lived on Park Avenue, over a period of several months; each of them returned, after a short time, with the report that Madam was really a little too difficult to get along with, on account of the fact that she was rolling drunk most of the time. The agent was about to despair until one day, when he was beginning to notice that a strange quiet had come to envelop that household, the last cook he had sent came in sunnily on her day off and said that the job was just lovely. The lady, it seems, had taken to inviting her into the living-room for a little drink of an afternoon, and they spent hours together laughing and talking and getting to know each other better. The happy arrangement lasted an entire winter until the lady of the house, enlivened to the breaking-point by such congenial company, was carried off to a sanatorium to take the cure. Three months later, the cook came back to the employment agency and announced that she had quit. Things, she said, had been so peaceful around the house during the mistress's absence, with nobody but herself in charge, that she had had time for reflection; and now that Madam was coming home from the sanatorium, she felt that she simply didn't have the strength to take up life where it had left off.

Servants have become increasingly sensitive about the people they work for, and the reason for that—as any agency will tell you—is that employers have become increasingly nervous and hard to handle. They praise their servants one minute and snap at them the next, they weep on their shoulders, bawl them out for not cleaning the silver, and give them a fur coat, all in the space of half an hour. Old-school servants are bewildered by that kind of behaviour, and servants of the new school are bored by it.

Employers' lives, too, are too jumpy, these days, to encourage the devotion of many faithful retainers. Wealthy families, ten or fifteen years ago, followed a simple schedule of six months in town, six months in the country, and the same staff travelled with them. Nowadays, people with money spend three months in town, three months in Florida, three months at Newport or Southampton, and three months in Europe. They can't carry a full set of household servants around with them everywhere. So the servants fall back on the grindstone group: the people who stay where they live because they can't afford to go to a lot of other places; and the servants, themselves, supply the roving spirit.

Agencies sometimes wish that employers would try to understand this new independence in servants. Servants, the agencies point out, have troubles that are sometimes as elaborate as anybody else's. For instance, the Department of Internal Revenue gets them whenever they feel like having a joyful holiday in the old country. A household worker who saves her wages toward departing for a visit to her native land is required to pay her income tax in the United States before she can obtain a passport. Her salary of seventy-five or even one hundred dollars a month, if she had no other income, would not amount to enough to bother about; but the government adds in the amount of her room and board throughout her employment, computing it at forty or fifty dollars a month, which brings the total up to a taxable sum. Agencies, too, are permitted to charge an applicant ten per cent. of her first month's room and board, fixing it at the same amount, in addition to their ten per cent. of her first month's wages; but few of them do it.

They feel that the new and slightly bristling attitude of servants toward their employers is a sign of the times. They think that servants should be treated as people (and that, of course, is no new idea), but no longer in a sentimental, emotional way, with a pat on the shoulder and eight dollars a week. Servants of the younger generation, (Continued on page 114)

*Latest
of a Royal
Family
in Sterling*
**King
Edward**



"KING EDWARD" . . . the words suggest the coming coronation, the gaiety and obeisances of friendly subjects—the graciousness and ceremony of the crown.

And you have this same mingling of informal festivity and revered tradition in the new *King Edward* sterling pattern.

Its flowery beauty, its grace and balance, make it a fit companion to settings of formal elegance. Yet its fine simplicity keeps it equally in harmony with the most unpretentious table setting.

See this timely new Gorham sterling with your own eyes. Leading jewelers have illustrated price lists on all Gorham patterns. Or write the Gorham Company, Providence, Rhode Island . . . since 1831.



As beautiful on the back as on the front—gracefully spaced for a lovely monogram.

A Proud Tea Service. Proud in its own loveliness, this Gorham tea service—also in the new *King Edward* pattern—will make you proud to be its owner. What better investment could you possibly make for lifetime pleasure and serviceability!



SHIVER-PROOF

VASSARETTE *Fashioned* UNDERGARMENTS



Skin Fitted Warmth Without Weight

● Gone are the days when you had to bundle up in winter... or freeze! Vassarette has invented a new kind of winter undies... featherlight, skin-sleek yet warm as grandmother's flannels. Form fashioned in the inimitable Vassarette manner to keep you streamlined while they keep out the cold. In downy-soft Vassarette fabrics designed for comfort in steam-heated rooms as well as the great outdoors. Fine stores everywhere feature Vassarette Undergarments in a variety of styles. Write for the name of the store nearest you. Vassar Company, 2529 Diversey Parkway, Chicago, Illinois.

Vassarette Panties, medium length, fine Bemberg, \$1.95. Other qualities, \$2.95. Bandeau, \$2.00.

Vassarette Panties, knee length, fine lisle, \$1.50. Others \$1.00 to \$5.00.

Vassarette Vests, fine lisle, \$1.50. Others to \$5.00.

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Vassarette

UNDERGARMENTS

BEAUTY FOR LESS THAN A DOLLAR

YOU probably know as well as we do that the lift you get from a facial treatment has far more than its face value. But there are times when you can't get to a salon for these treatments; or when there isn't any salon to get to; or when the budget simply won't stand the strain. Then is the time to give yourself the sort of treatment we have outlined for you on pages 94 and 95. And there we have stated the approximate cost of the whole business. This is a flexible estimate. We arrived at our figure by taking the average cost of the small sizes of creams and lotions of the important treatment lines and approximating the amount necessary for a single treatment.

When you give yourself a treatment, have everything that is necessary assembled on a little table immediately at hand. The gauze compresses should be cut in the correct strips. A little bowl should be provided for the astringent or skin tonic, or both, according to the way you use them. We have left a latitude in this, because some people find a limited amount of astringent beneficial, while others like it used throughout the treatment.

You should be garbed for action, in a comfortable dressing-gown, with a bandeau to protect your hair. And you should give yourself the treatment lying down. The reclining position is an important factor in all salon treatments, and all you have to do is look in a mirror to find why this is so. Your face looks ten years younger when you are lying down—wrinkles under your eyes are erased, your cheeks are fuller, your chin firmer. And it is on this younger face that you want to work your magic.

The steps in the treatment are clearly outlined for you on pages 94 and 95. Apply creams generously, always with both hands (to emulate the salon operators) and always in an upward-and-outward motion. Read the directions for use that come with your patter. And, when all is behind you, look at your face in your hand-mirror. You will find it finer, fresher, smoother—an immediate return on your investment.

DESIGNS FOR DRESSMAKING



These models are designed for sizes: 7539, in 12 to 20, 30 to 38; 471, S-3940, S-3938, in 12 to 20, 30 to 40; 7546, in 12 to 20, 30 to 42; 7547, in 25 to 36; 7543, in 34 to 46

PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 140

Carolyn^{REG.}

PRESENTS

IVORY-WASHABLES

FOR LEISURE-TIME



► Lovely satin negligee, with flowing graceful lines and deep yoke of applied Alençon type lace—\$16.95



► The new silhouette for bedtime—plenty of "swing" in the six-gored skirt of this satin nightgown—\$5.95



► The latest thing in flannel robes is the housecoat—washable Botany flannel, piped with satin—\$16.95

Carolyn brings glamour into your evenings at home. You'll find that each of these lovely intimate fashions is tagged "Wash with Ivory Flakes." Carolyn warns you against using any less-pure soap. Shimmering satin . . . soft woolens . . . delicate colors must have the gentle care of Ivory Flakes—they're quick-dissolving curls of Ivory Soap that's safe enough for a baby's tender skin.

CAROLYN MODES ARE SOLD EXCLUSIVELY BY:

ARNOLD CONSTABLE New York
THE BLUM STORE Philadelphia
Austin, Texas E. M. Scarbrough & Sons
Birmingham, Ala. Burger-Phillips
Boise, Idaho The Mode Ltd.
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Clarksdale, Miss. Powers & Co.
Columbia, S. C. Kohn's
Columbus, Ohio The Fashion Co.
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El Paso, Texas Popular Dry Goods Co.
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Washington, D. C. The Hecht Co.
Washington, Pa. Caldwell's
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Williamsport, Pa. Brozman's
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Made by
Procter & Gamble

SKI QUEEN For a swift slalom down a snowy slope! A tailored Bradley ski-suit of knit sheepskin and Shedweather. Lined jacket has muff pockets and high throat closing. Miscellany of matching visor cap, button-front sweater and mittens with knit-in Edelweiss motif, and detachable Tyrolean pouch. Everything to give a new costume a "track" to popularity! In Navy, Husky Brown, and Green with Natural. At the fine stores.

F A S H I O N E D B Y

Bradley
DELAVER, WIS.



DISCOVERIES IN BEAUTY

(Continued from page 104) end of the treatment, you find your face being washed with soap and a sponge, the way you do your child's face. Also, there are some extraordinary implements that are like strong rubber fingers that are used in giving you the massage. The first step is to cleanse your face with a cleansing lotion. Then a "skin food" is worked into the skin with the rubber implements, which seem to have a miraculous way of manipulating the skin without stretching it. The manipulation goes on for a long time, and as much as a whole small-size pot of cream is sometimes used in treating a really dry skin. Then the cream is removed with a special cleansing cloth, and it is at this point that your face is sponged with warm water and a special Cyclax soap that carries away every bit of cream, leaving your skin soft, but not a trace greasy.

The powder base is a lotion that lies entirely on the surface of the skin. You don't even blend it in, but smooth it lightly over your face where it forms a remarkably flattering second surface. The dry-skin version of this powder base is known as Sunburn Lotion, an idea that entertains us because we think of sunburn preparations as comparatively recent, whereas Cyclax Sunburn Lotion was introduced two generations ago for English ladies who went to India, to protect their skins from the rigours of the climate. Once you try this lotion as a foundation, you, like the passengers to India, are more than likely to want its flattering finish, whether the sun shines or not. In fact, it's reasonably certain that you will be pleased with your face in general when it emerges from the treatment. For the present, the Cyclax preparations in this country are at the New York salon only.

SERVANTS, INC.

(Continued from page 110) they will tell you, are intelligent, are conscious of their own rights. The head of one employment agency in New York never speaks of his applicants as "servants," and mildly corrects any one who does. He calls them "household employes" and suggests to employers that they call their household employes "Miss" or "Mrs.," whichever they may be, once they are established in the household. When the agent told me this, I said to him that I would be happy to call my cook Mrs. Stamm, which I happen to have done for years because that is her name, but I couldn't, somehow, see myself saying to a chambermaid, "Please turn down the beds, Miss O'Toole."

"Ah," he said, "the old order changes. And see how the girls' faces light up when you call them 'Miss!'"

Well, that is only one agent's idea, but I can hear the tumbrels rolling. Probably, the day will come when I shall have to call my cleaning-woman, "Miss Pekuri" instead of the long-accustomed and friendly "Anna." In the meantime, the employment agencies seem to be pretty perplexed about the servant's standing in this changing world. There is a movement, urged principally by state employment agencies, toward elevating the position of household worker from one of menial labour to the dignity of a profession, with training-schools, an eight-hour day, and a higher minimum wage. This seems a sound idea, even if we *would* all have to address our butlers, if any, as Mister. But the private employment agencies look upon it with mixed feelings. It would not solve their chief problem, the shortage of servants, because, even if household work becomes a profession worthy of American skill and independence, Americans are temperamentally incapable of adjusting themselves to cooking and sweeping in other people's homes; and American employers would balk and tremble at the idea of a cook or general houseworker who picked up and left at four o'clock every afternoon. As for the old school of servants imported from Europe, they are set in their ways now, and they have their own tradition. It doesn't seem likely, the agencies say, that even the noblest of projects will ever organize them out of it.

MEN APPRECIATE

Gifts like theseSTITCHLESS BILLFOLDS *for money and papers . . .*SAFETY LOOPS *for keys . . . and now "ZIP-TAINER" models for both!*

● In this representative Buxton group are the famous *Stitchless* Billfolds, with or without the slide fastener. Prices vary according to model and leather. From \$1.50 up to the \$12.50 and \$15.00 alligator and ostrich folds shown above.



● Buxton Key-Tainers come with 2, 4, 6 or 8 Safety Loops. The snap-button models feature the smart new "Cutaway" flap. Zip-Tainer models have the unique "Lip" that prevents jamming. Auto Key-Tainers, too, in both styles—with pocket for driving credentials. 50¢ to \$6.00 each.

CHECK OFF all those men on your Christmas list . . . yes, even buy a few of these Buxton gifts for yourself . . . for here is the finest in 1936 leatherware. Good-looking, practical—and all these features exclusively Buxton.

Stitchless construction to insure each billfold for the life of its long-wearing leather. *Safety Loops* for the Key-Tainers which really lock your keys in . . . yet allow both loop and key to be detached instantly. Unique leather "Lips," too, that prevent contents from jamming against the slide mechanism in the new Zip-Tainers. And each Buxton model

in the handsome maroon and gold gift box. Buxton, Inc., Springfield, Massachusetts. New York Offices, 47 West 34th Street.

There are also Combination Buxton Gift Sets. Billfolds, Pocket Cases, Key-Tainers, Cigarette Cases in a wide choice of stunning models and matching leathers. In duos and trios, priced from \$2.50 to \$50.00.

Buxton
POCKET CASES
BILLFOLDS KEY-TAINERS

These Beautiful Hands

APPLAUD THE TALENTS OF PEGGY SAGE



The beautiful, expressive hands of Mrs. Clarkson Runyon, Jr. of New York and Camp Medamin, Upper St. Regis Lake in the Adirondacks. In the photograph taken at Miss Sage's New York Salon, Burgundy Polish tips her smooth, slender fingers.

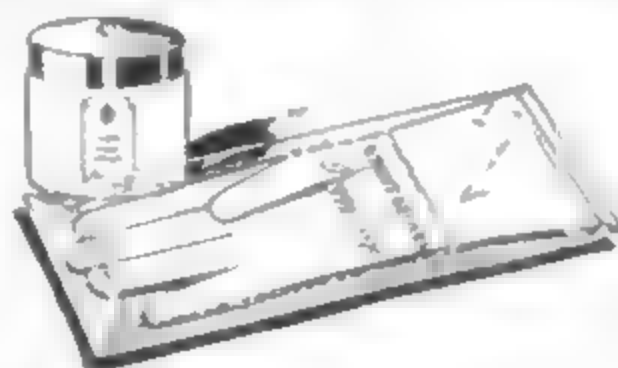
Among the notable clients of Miss Sage's New York, London and Paris Salons, is Mrs. Clarkson Runyon, Jr., whose lovely hands you see above wearing Peggy Sage polish.

In all her extensive travels, too... in the hot dry climate of exclusive La Quinta, California...at her mountain camp on Upper St. Regis Lake...or somewhere abroad...Mrs. Runyon guards the smooth and flawless texture of her hands with Peggy Sage Hand Smoother and Softener, her Hand Mask Cream and other luxurious Peggy Sage Preparations.

How easy it is, and how endlessly flattering, to follow the incomparable Manicure Method of Peggy Sage. Her Hand Creams and Lotions are dedicated to loveliness. And with dozens of arresting, original shades of nail polish, with such flattering dusty shades as Red Banana, Bisque, Shrimp and Dusty Rose, Miss Sage completes a glamour that is within reach of every woman's hands!

All these Peggy Sage Preparations can be found at the smarter cosmetic counters, here and abroad.

SPECIAL NIGHT GLOVE OFFER: Wrapped in a cellophane envelope, a pair of soft cotton night gloves with every purchase of a Peggy Sage Hand Cream or Lotion. For a limited time only—at your favorite shop!




PEGGY SAGE
SALON MANICURE
PREPARATIONS

PEGGY SAGE SALONS: 50 EAST 57TH STREET, NEW YORK...PHONE PLAZA 3-9011.
LONDON: ONE THIRTY NEW BOND STREET...PARIS: SEVEN PLACE VENDOME

SHOP-HOUND CHASES PENNIES

• I, Shop-Hound, have been busy digging in for winter, chasing down pennies, hunting up all kinds of marvellous little tucked-away shops, and making Christmas plans. The best pennies I have found are strung on gold metal-link bracelets—20 cents each at Woolworth's. Wear two or three on one wrist. . . . For those new brocaded evening jackets that look as priceless as gems, buy Persian-patterned brocades at Vester, 9 East Fifty-Sixth Street; about \$15 a yard.



• Those hand-knitted clothes from France, with their infinite chic, for which you'd gladly give a hundred, can be yours for a few dollars—providing you knit your own. (I'm still pursuing pennies.) Alice Maynard, 558 Madison Avenue, will supply the newest designs, and directions to your measure, with the purchase of her famous yarns. The nubby Mystic Yarn for this two-piece dress, size 16, costs about \$15.

• My barks of joy salute the opening of two new shops. One is Mina-Harris, specialty shop, which now occupies the Forty-Ninth Street and Park Avenue corner of the Park Lane Hotel, where I and my friends were wont to make merry at the round-the-world bar. They specialize in practically everything, but their evening clothes are the great excitement just now. . . . The other cause for rejoicing is the Bermuda Shop, 554 Madison Avenue, where you can buy the hand-woven tweeds and ineffably soft sweaters that are worth any one's trip to Bermuda. They cost only a little more here than there.

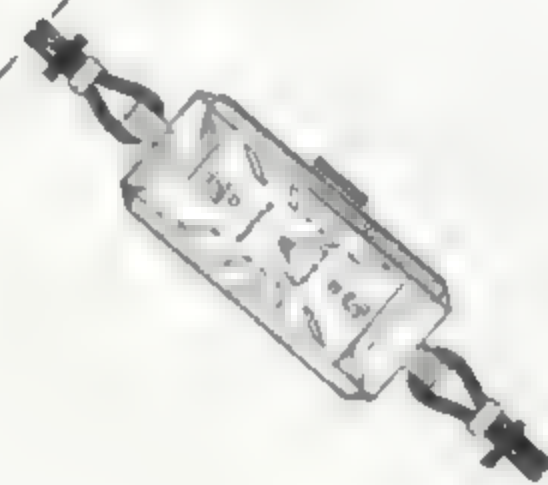
• Ethel Kerlé, 14 East Fiftieth Street, has a way with hats. Witness the verve of these black velvet wings over your furs (below), which soar from a black velvet hat that clings close to the head. About \$23, to order. Fay Gowns, smart and simple, are at the same address. (Continued on page 118)



RAWLINGS

LOOK AT AMERICA'S Newest WATCH!

The Waltham Premier
BY AMERICA'S FIRST WATCHMAKER



THIS month, in thousands of leading jewelry stores, a fine new watch of superior quality will be presented to the men and women of America. Ordinarily, this might be but "another" announcement were it not for the fact that this new watch bears the name *Waltham*.

Waltham . . . first American watchmaker . . . first American company to manufacture a watch as small as the *baguette*, and make it keep dependable time . . . first to make the thinnest watch, first to make the smallest round and rectangular watches, first to make the railroad watch to railroad specifications.

Waltham . . . first to capture from Europe the watchmaking leadership of the world—a victory *Waltham* has maintained against all competition for over 80 years. *Waltham* . . . where most of the world has received its incentive and inspiration for scientific watchmaking.

So if you want to feel the pride of possession that belongs naturally to ownership of the world's foremost products, see the new *Waltham-Premier* watches at your jeweler's *now*. There are twenty smartly-styled models . . . some so tiny and jewel-like that they seem barely more than a stylish bracelet . . . others bolder and frankly modern . . . others, for men, as masculine as a dinner-jacket yet as fashionable as the latest stream-lined car. All movements are jeweled with from 17 to 23 sapphires and rubies, cased in gold, and all are fully guaranteed.

See America's newest, smartest watch—the *Waltham-Premier*—at your jeweler's today—a 100% American-made watch whose guarantee of accurate time-keeping lies chiefly in more than 80 years of uninterrupted leadership in expert watchmaking. Prices of the new *Waltham-Premier* are from \$45 to \$225. Prices of the regular line of *Walthams* range from \$15 up, and represent the greatest watch value in the world. Illustrated folders of *Waltham Watches and Clocks* will be sent upon request. *Waltham Watch Company, Waltham, Massachusetts.*



A OPERA. *Waltham-Premier* 17 jewel movement in 14 K. solid gold case. 14 K. gold filled dials (entirely new) and attachments. Hands 14 K. solid gold. Finest silk cords. **\$60.00**

B GINGER. *Waltham-Premier* 17 jewel movement in 14 K. gold filled case. 14 K. gold filled dials (entirely new) and attachments. Hands 14 K. solid gold. Finest silk cords. **\$57.50**

C MINUET. *Waltham-Premier* 17 jewel movement in 14 K. gold filled case. 14 K. gold filled dials (entirely new) and attachments. Hands 14 K. solid gold. Finest silk cords. **\$55.00**

D PATRIOT. *Waltham-Premier* 17 jewel movement in 14 K. gold filled case. 14 K. gold filled dials (entirely new) and attachments. Hands 14 K. solid gold. Finest quality Sun Tan pigskin strap. **\$45.00**

E ESCORT. *Waltham-Premier* 17 jewel movement in 14 K. gold filled case. 14 K. gold filled dials (entirely new) and attachments. Hands 14 K. solid gold. Finest quality Sun Tan pigskin strap. **\$47.50**

Waltham

FIRST AMERICAN WATCHMAKER



"THE CROWN TAG ON EVERY DRESS MEANS
LABORATORY TESTED FABRIC CONSTRUCTION.
COLOR FASTNESS AND DRY CLEANABILITY."

There is no denying—a "Sunday Night Knit" turns you out brilliantly for most any date on your winter calendar. This one, especially, makes a distinguished choice because of its glamorous details and smart accents—both in front and back. From "A Fabric Created of Crown Rayon . . . It's Tested."

Marinette

THE ARISTOCRAT OF KNITTED WEAR

MARINETTE • WISCONSIN

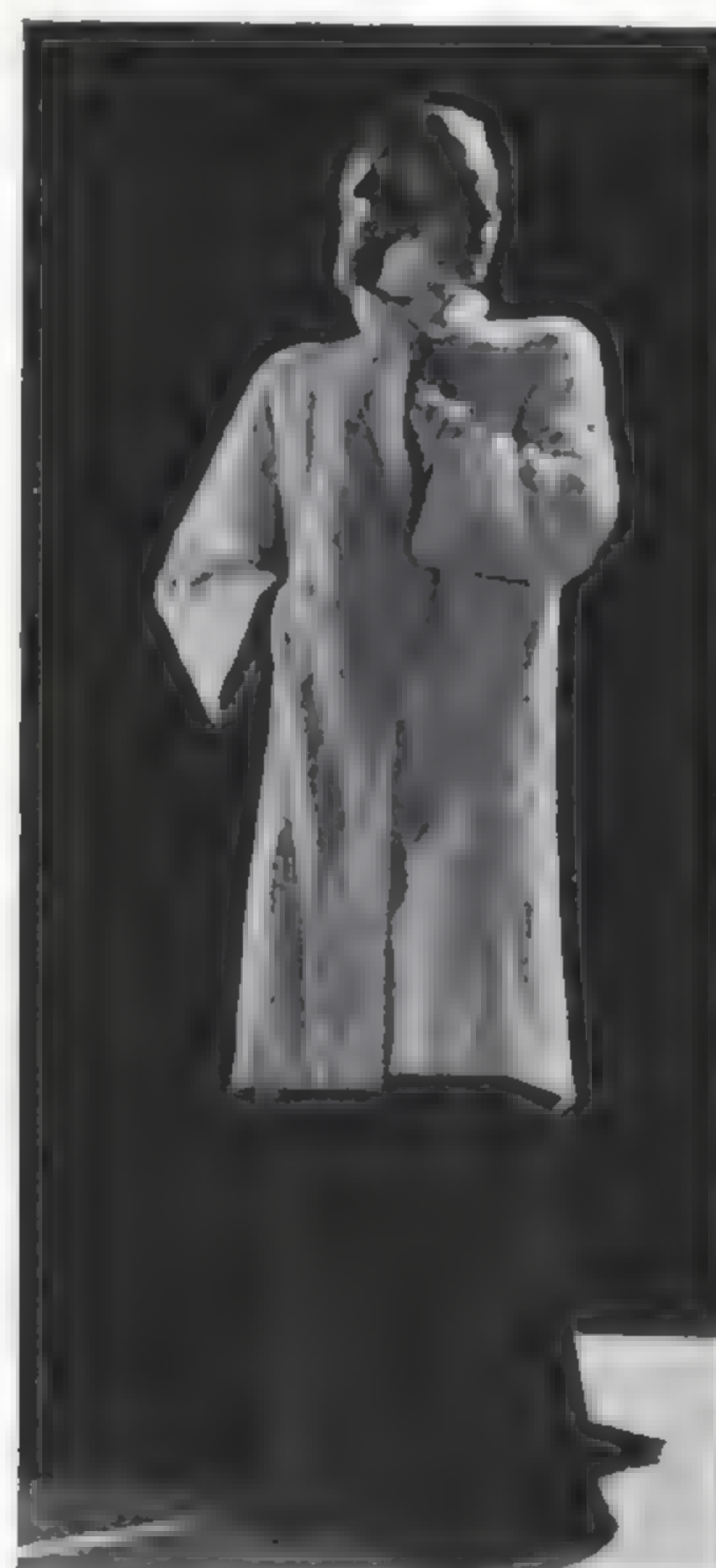
FURNISHED TO CANADA BY THE KNIT-TO-FIT MANUFACTURING COMPANY • MONTREAL

SHOP-HOUND CHASES PENNIES



• (Continued from page 116) If you have any broken *bibelots*. Jean Nazeley, 161 East Fifty-Sixth Street, can put them together again. And defies you to point out where they have been mended. Mr. Nazeley studied ceramics in Paris, and pottery-making in Mexico and Peru. He'll mend your priceless Lowestoft, your lustre, your ivory figurine, your tortoise-shell case, your delicate glass dish. He'll supply any missing parts and even reproduce the design—in unalterable aniline dyes. A new handle for your pitcher is mere child's play to him.

• Christmas orders are being taken now (filled in three or four weeks), at the Maison de Linge, 290 Park Avenue, for their hand-quilted satin house-coats. This morning coat (below, right), has all the line and dash of your new evening wrap. As enticing as your breakfast coffee, in beige lined in white; about \$50. Hand-quilted satin comfortables to match; about \$35.



• Molli, 10 West Fifty-Eighth Street, brings light and life into winter wardrobes with a white kidskin swagger evening coat left, above. About \$200 ready-to-wear or made-to-order. This is a perfect town-and-country evening coat, and couldn't be smarter with your black broadcloth evening dress. Molli, Milliner and Furrier, likes especially to make fur hats this year. She'll match the fur of any coat and has inspired ideas about making these hats as light as a thistle on the head.

• Lanz of Salzburg bags (right)—for a touch of the Tyrol with winter clothes. Identical in woollens and chic fastenings with the famous suits. About \$5. Lord and Taylor. (Cont'd on page 120)



RAWLINGS

The Beauty Soap you've loved
for years... now brings to you
the benefits of
"Filtered Sunshine"



THE SUN BATH... Nature's aid to health and beauty

STEICHEN

**Sunshine Vitamin D,
New Element in the Famous
Woodbury's Facial Soap, Vital
to Radiant Skin Beauty**

IMAGINE the luxury, the benefits of bathing... even in the drab, dark winter months... with a soap enriched by "Filtered Sunshine"!

This you *can* enjoy, right now, and every day! For the rich, fragrant lather of Woodbury's Facial Soap releases, for the loveliness of all your skin, its new, skin-invigorating "Filtered Sunshine" element—Vitamin D!

Science Finds the Way!

When Science found that certain gentle rays of sunshine possess the power to enhance skin beauty, Woodbury skin scientists were untiring in their efforts to bring these benefits to *you*, in the familiar Woodbury's Facial Soap. Now one of Woodbury's ingredients is irradiated with kindly rays found in sunshine!

As you bathe and wash, your skin absorbs

this new Sunshine Vitamin ingredient. Quickly responds with finer texture and clearer tone.

For You... Your Family, too!

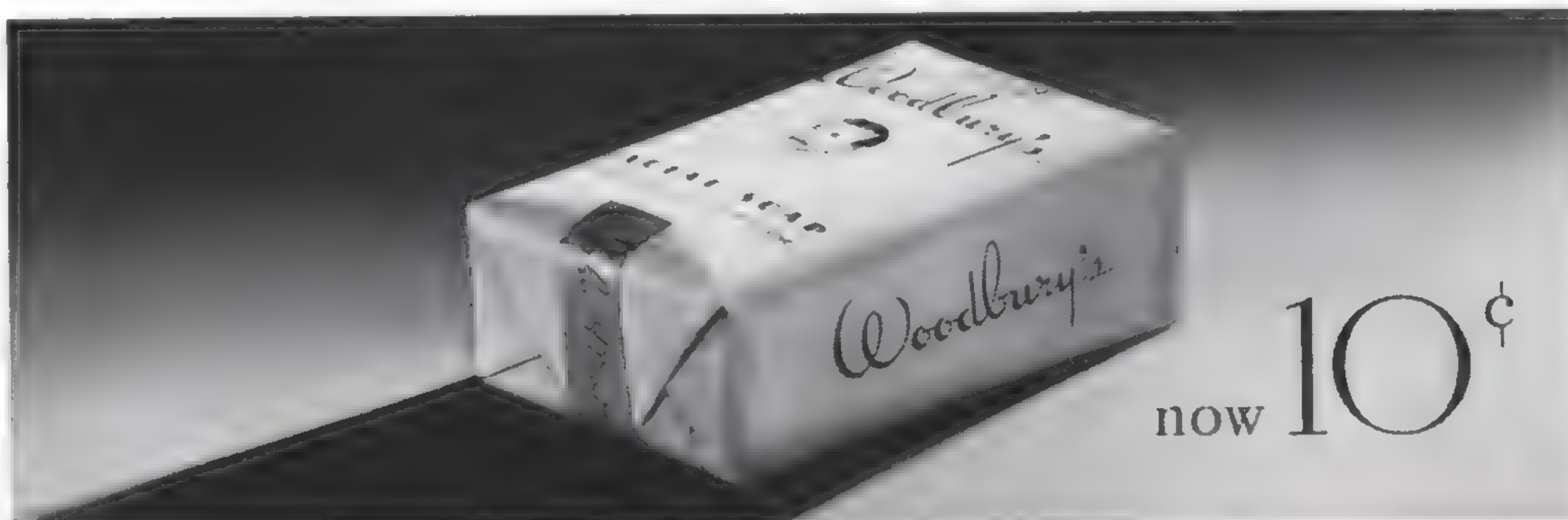
With faithful use of this marvelous scientific soap, "A Skin You Love to Touch" and all-over skin beauty can be yours! Every member of your household should use Woodbury's for face, hands and bath. Bathe the baby, too, with this "Filtered Sunshine" soap.

The price is no barrier. Only 10c for the beauty soap that lovely women have cherished

for years. The size is just the same as when Woodbury's sold for a quarter. Sold on money-back offer at all drug, department, ten-cent stores. Your grocer has it now, too!

READ THIS MONEY-BACK OFFER!

Buy 3 cakes of Woodbury's. Use 2. If you're not convinced it's the finest soap you've ever tried, mail to us before Dec. 31, 1936, unused cake, in wrapper, and wrappers from the 2 used cakes. Tell why Woodbury's did not suit you; also amount paid for 3 cakes. Purchase price, plus postage, promptly refunded, John H. Woodbury, Inc., 1071 Alfred Street, Cincinnati, O. In Canada, John H. Woodbury, Ltd., Perth, Ontario.



● AVOID IMITATIONS—Look for the head and signature, John H. Woodbury, Inc., on all Woodbury products.

Copyright 1936 by John H. Woodbury, Inc.

Jewels by
Paul Flato

on hand
the civilized world over

KISLAV made in France

the aristocrat of doeskin gloves

Wherever you go on your travels 'round the world you'll find other cosmopolitans sharing your enthusiasm for Kislav gloves . . . their patrician beauty . . . their easy washability in the hottest suds that hands can stand . . . their remarkable longevity. And happily you'll find them wherever there are shops with cosmopolitan clienteles . . . all over America, of course, and in France where they originate; in Canada, England and Bermuda; Belgium, Switzerland and Austria; Serbia, Lithuania and Syria; Algeria, Egypt and South Africa; Australia and New Zealand; North and South China; Chili, Columbia and the Argentine.

BUSCARLET GLOVE CO., Inc.

NORMAN BLUM CO., Inc. Sole Distributors for U. S. & Canada
468 Fourth Ave., N. Y. 36 S. State St., Chicago 156 Yonge St., Toronto, Can.

SHOP-HOUND CHASES PENNIES

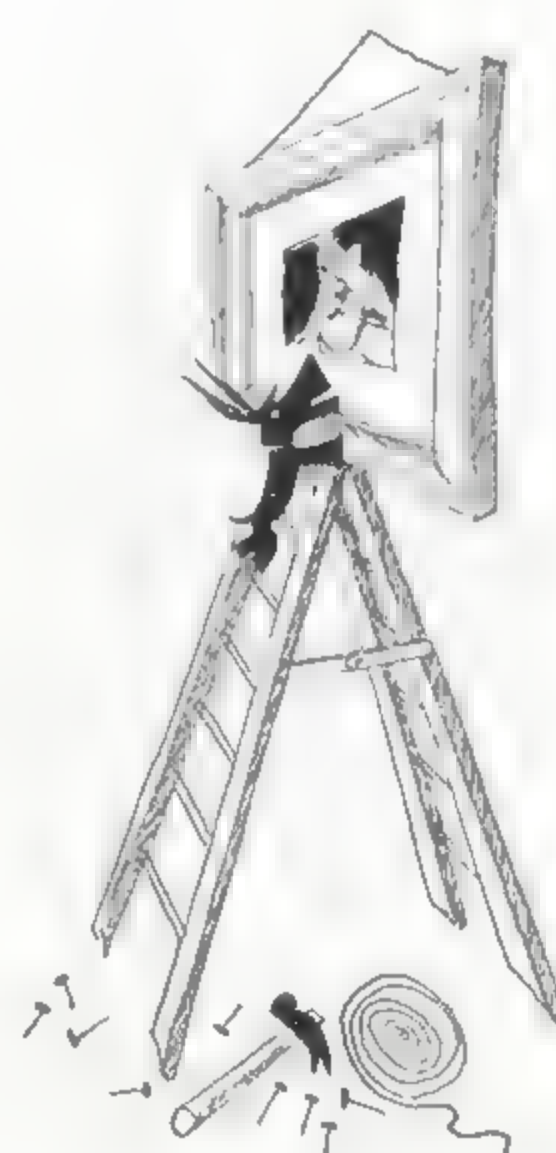


• (Continued from page 118) Have fresh flowers in your home all the time, and save money. It sounds like a paradox, but isn't. The reason being that a standing order will cost less, in the long run, than sporadic foraging on your own part. June Almy, 535 Madison Avenue, will arrange the flowers for you, keep them fresh, and even lend you the proper bowl. A particularly happy thought for offices and hotel suites. A small bowl, as photographed, ever-fresh, costs about \$4 a week.



RAWLINGS

• Top, right: The newest in travelling radios: detachable front cover, cowhide case, illuminated dial, built-in aerial, short wave, dynamic loud-speaker. About \$45. Haynes-Griffin, 373 Madison Avenue. . . . Above, left: Items for the Forgotten Man, all from the smoker's shop of D. Lee Cooper, 686 Madison Avenue—the F. M.'s own special blend of pipe tobacco reproduced exactly, with his name printed on the label of two half-pound tins; about \$3. Algerian brier pipe; about \$5. And a pigskin tobacco-pouch, about \$3.50.



• Note for brides and all young people on a budget (though any one can apply): Miss Shotter, 601 Madison Avenue, will decorate your country house or your city apartment in the most chic and modern, yet withal pleasant and restful, manner for whatever you want to spend. \$500, \$5,000, \$50,000—the interest she takes is the same. Miss Shotter will discover charming draperies and furnishings, and it costs no more to profit by her services and experience than it would to hunt all around and buy the same things at retail prices yourself. (Continued on page 122)

smart, new
Tricot
 under-things
 BY **MUNSING**
Wear

They're of lovely silky Tricot (pronounced "Treeko") . . . these captivating new under-things by Munsingwear. Smartly styled so that you feel perfectly dressed from inside out; tailored seams that lie flat and fit to perfection . . . exquisitely finished—yet they are so reasonably priced. Many styles of dainty panties and other under-garments. Ask to see them at a quality store near you. MUNSINGWEAR, MINNEAPOLIS





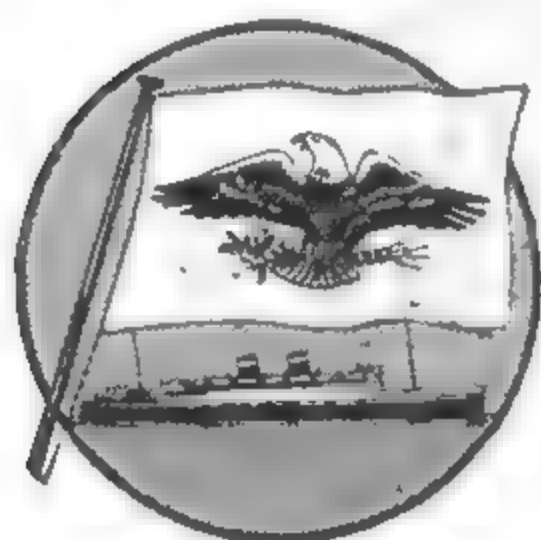
CRUISE VOYAGES

on the famous "Big 3"
Sunshine Route

...between **NEW YORK** and **CALIFORNIA**
(or California and New York)

...or to Havana, the Panama Canal and Mexico

- **Coast to Coast, 1st Class from \$190** (from \$225 at certain seasons). **Tourist Cabin from \$125.** All rooms are *outside* rooms. 25% reduction on round trip now in effect. Plenty of time ashore at Havana, Panama and Acapulco, Mexico, on *both* East and Westbound trips. Sailings fortnightly throughout the year.
- **Circle Tours to California or Mexico**, one way by sea, one way rail or air. Special home-town to home-town combination rates. Wide choice of overland routes and stopovers.
- **9-Day Havana All-Expense Tours** from New York, from \$140 for everything aboard ship; room, bath and meals for 3 days in Havana and sightseeing.
- **16-17 Day All-Expense Cruises** to the Caribbean, Panama and South America. Sailings all year round. Special folder on request giving full details and itineraries.



See your travel agent for further details. He will be glad to help you plan a trip that will suit your time and pocketbook—and include all the places you want to see.

The "Big 3"

S. S. CALIFORNIA S. S. VIRGINIA
S. S. PENNSYLVANIA
(33,000 tons each)

Panama Pacific Line

International Mercantile Marine Co., 1 Broadway and
601 Fifth Ave., New York. Offices in principal cities.

SHOP-HOUND CHASES PENNIES

• (Continued from page 120) With the holiday season approaching, Harper-Milholland, 717 Madison Avenue, is a good shop to know about. The two young women who run it inspire confidence because they know from their own experience the type of clothes that both the *débutante* and her mother want. They are experts in assembling New York-and-Long Island—or New York-and-Westchester—wardrobes.



RAWLINGS

• You've heard of that shoe like a glove? This is it, left, above. Saks-Fifth Avenue call it their Dormitory Sock, but it's designed especially to replace a skiing boot, indoors. About \$5, in suède. Jay-Thorpe has the pigskin pampooties, above, right; sturdy enough for campus wear. Less than \$8

• In moving from East Fifty-Seventh Street to 660 Fifth Avenue, Bournefield has added an important collection of imported sweaters to the fine imported linens and lingerie for which they are known. The sweater shown below comes in natural beige; also in green or wine colour; about \$23



• Climb a flight of stairs at 601 Lexington Avenue and discover Azeglio Pancani, Florentine wood-carver and frame-maker. Mr. Pancani learned the art in Florence forty years ago. He has carved furniture for the crowned heads of Europe, and museums are always demanding his frames. Hand-carved Florentine frames cost from about \$3 to \$100

H O U B I G A N T

Country Club

Tribute of Paris to the smart Amer-

ican Woman. A new and refreshingly

different perfume for town and coun-

try wear — a fragrance as persistent

and lasting as it is spirited and dis-

tinguished. \$12.50...\$7.50...\$3.75.



FLORSHEIM

SHOES FOR WOMEN



Dedicated *to the Woman Who Demands* **COMPLETE COMFORT**

Florsheim now focuses its entire attention on combining super-comfort with graceful, tailored style . . . and grateful women say that we've succeeded beyond their fondest dreams! These long-lived, fine new Florsheims are made to special measurements, on exclusive lasts — with the patented Florsheim Feature Arch.

This lightweight, hidden bridge is the only arch support in the world that's hinged. It's flexible when you walk—rigid when you stand—and always a source of blessed comfort! Write for Style Brochure, and name of nearest dealer. *Illustrated, The DUNHILL, W-318.*



\$9⁵⁰ and \$10⁵⁰

The Florsheim Shoe Company • Manufacturers • Chicago

DÉBUTANT SONS

(Continued from page 63) music is poor, the champagne miserly, and the atmosphere prophesying a flop. Boys have actually left the table of the girl's mother before dinner was half over to go on to some place more lively. The lady list-makers say that to turn down a supper-dance is no crime—there is always a superabundance of boys. But ignoring or walking out on a dinner-dance is rude, and getting obnoxiously tight is worse, and if the boy too often repeats it, he may be dropped from the lists. In the early autumn, these bureaux send out a questionnaire asking the boy his name, age, addresses, and nickname. A girl will send in the name of "Stinky" Jones as an extra she is bringing to a subscription dance. On the books there are six Joneses—now which one is "Stinky?" The questionnaire answers this as well as serving to trace and consider the particular "Stinky" who has been living up to his malodorous name the past summer.

Before the Depression, the spoiling of boys reached a point where limousines were sent to fetch them to a girl's house for dinner, and father paid for tickets to the latest musical show, and, if there were no big dance that night, paid for scrambled eggs on the St. Regis roof afterwards. The boys themselves did little more than send corsages.

But those platinum days are over. It is true that the farther away from the Eastern schools and colleges, the fewer are the boys and the more generous the girls, but in New York the boy who has a small allowance or a small job will have to pay well for an invitation to dinner from his adored one of the moment. This means a *table d'hôte* lunch for seventy-five cents or a dollar (cocktails extra) at the pet restaurant where their friends are certain to be. Then a movie—the latest bar—and best of all, tea-dancing in the Persian Room at the Plaza. When the boy is flush or parents have done a little augmenting, there are a few favoured night-clubs where they call the orchestra leaders by their first names.

Because they think it is smart to be late for a dinner-dance, there is an hour of slow assembling during which cocktails are constantly passed, with the result that the boys are more than mellow before they even sit down to dinner. "Make the children come on time. Don't wait for the late-comers. Only serve one round of cocktails. Only serve cocktails after they are seated at table." These suggestions have been made the country over by despairing dance committees. But they probably won't work, any more than playing "Home Sweet Home" at 2:30 A.M.

But what else do our dancing gentlemen do during the Christmas holidays when the début madness is at its maddest? Home, during his younger holidays, had been a thrilling place to come back to. Lazy breakfasts and lounging around the house, sorting old toys and old collections, and even secretly playing with them. A golf game with father, a *matinée* with mother. Older people in for tea—older people a relief after nothing but boys, boys, boys. The pitiful groping loneliness of adolescence was assuaged. He went back to school with renewed confidence.

Home, now, is just a dressing-room. Evening clothes and day suits must be pressed, white waistcoats and ties washed, quick laundry service for dress shirts and collars, and constant telephone calls, answered and made. He wakes at noon. As a boy, he does not have to bother with manicures, and a hair-cut lasts two weeks, so he is free to linger over lunch, go to a newsreel, buzz around in a car, and gossip endlessly until time to tea-dance. Then a frantic getting into evening clothes (with proper curses for inattention on the part of the slaving family), a breathless departure to pick up a girl for the one, two, three, or four dances; then a glass of milk at Childs', the return of a limp maiden to her home, and finally the meeting of his best friend at a certain corner for a juicy discussion of the evening which has just died.

But on off nights, so to speak, what in the world do your débutant sons and daughters do? (Continued on page 126)

A Gracious Gift for a Lovely Lady

ROYAL—Extra fine black or red leather with contrasting satin lining. The complete famous Barbara Bates Basic Manicure Treatment—Ball Buffer, Nail Polish Cream, Powder Polish Stick, Cuticle Beauty Oil, Nail White Pen-cil, Zephyr Nail File, Smoothie and brush-end Crystalite Stick. \$7.50.

\$7.50
Royal

CROWN—Luxurious pig grain real leather set with brown moire lining. Contains Barbara Bates Ball Buffer, Pliant Liquid Polish (Pastel Rose), Lubricant Polish Remover, Powder Polish Stick, Cuticle Beauty Oil, Hand Beauty Lotion, Manicure Scissors, Zephyr Nail File, Smoothie, Ivoree Stick and brush-end Crystalite Stick. \$10.00.

\$10
Crown

All Barbara Bates accessories and preparations are exclusive and of the finest quality...you simply must see her other sets: Alligator grain, \$15; Rawhide, \$20; others to \$25, with fittings of 18-kt. gold-plate.



\$5
Coronation

PRINCESS—A stunning and useful blue and silver set—ideal for the college or school girl. Includes Barbara Bates Ball Buffer, Pliant Liquid Polish (Pastel Rose), Lubricant Polish Remover, Cuticle Beauty Oil, Hand Beauty Lotion, Smoothie and Crystalite Stick. Also in red and green color combinations. \$3.

\$3
Princess

←**CORONATION**—A striking set in silver Metalskin lined in rose or green silk. Contains Barbara Bates Pearl Ball Buffer, Pliant Liquid Polish (Pastel Rose), Lubricant Polish Remover, Cuticle Beauty Oil, Powder Polish Stick, Hand Beauty Lotion, Smoothie, Zephyr Nail File, Crystalite Stick and the new Ivoree Stick. Also in copper Metalskin, and tan leatherette. \$5.

The lovelier she is, the more thrilled she'll be with these smart oh-so-modern manicure sets. Barbara Bates Basic Manicure is a complete beauty treatment for the hands. No more brittle, splitting nails, no more ugly, ragged cuticle for the lucky recipient of a Barbara Bates manicure set! And what youthful, sparkling finger tips will be hers with Barbara Bates new PLIANT Liquid Polish—the clear plastic polish that never splits or cracks but adapts itself to the natural nail growth.

If beautiful hands give you pleasure, give HER a Barbara Bates Manicure Set! You'll find all this loveliness at the better department stores.

Barbara Bates

BASIC MANICURE PREPARATIONS

P. S. Do send for the charming samples of Pliant Liquid Polish and Lubricant Remover.

BARBARA BATES Dept. V 11-6
565 Fifth Ave., New York City.

Please send me samples of your new PLIANT Liquid Polish (check shade) ☐ Pastel Rose ☐ Tea Rose ☐ or Rose Petal shade, and your Polish Remover. I enclose 20¢ for mailing and packing.

Name _____
Address _____
City _____ State _____



THE FIRST STEP TO A

Carefree Trip...

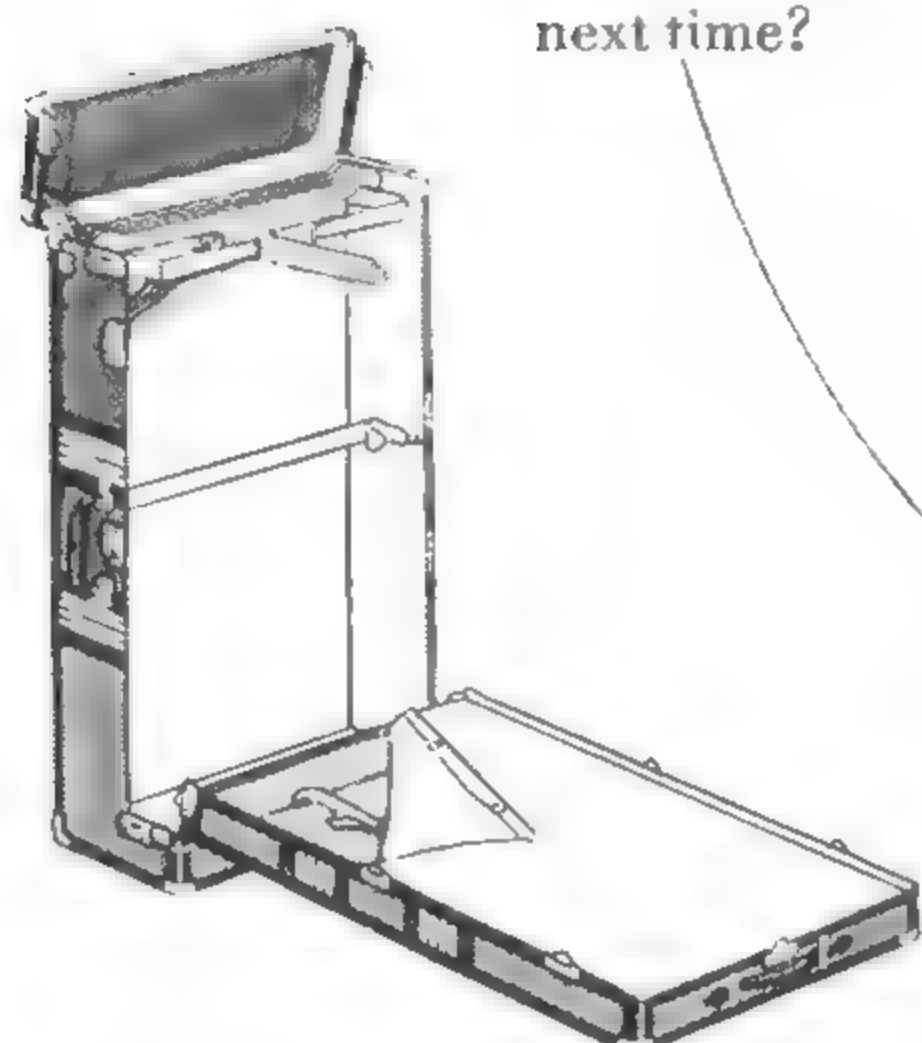


... A Hartmann Wardrobe! You can take so many more clothes and accessories ... so much more conveniently. Just for an idea of how it solves a traveler's problems, look ...

• Here are hangers for garments, a compartment for shoes, drawers for accessories, even a laundry bag ... so many places just *made* for things! Actually, you arrange your clothes—not pack them—in a Hartmann ... and do it in much less time! Furthermore...

• Hartmann's travel-tested design doesn't waste an inch. "Bonus" space! Everything gently held in place ... no crowding ... no wrinkling ... and there's *real* comfort on a trip, for ...

• Everything is ready for use *when* you need it! A Hartmann eliminates valet service ... the expense ... the worry ... grooms you for the most formal occasion immediately on arrival!—another Hartmann dividend! Why not "travel Hartmann" next time?



• Every traveler needs a Hartmann Tourrobe, "the wardrobe closet with a handle." Garment section holds 3 to 5 suits or 10 dresses, on hangers—no wrinkling. Drop section carries a host of accessories. Light enough to carry, sturdy enough to check—a truly versatile traveler for plane, train, steamer, or motoring.

HARTMANN

FINE TRAVEL GOODS FOR 60 YEARS

• Hartmann standards require that every piece of Hartmann Travel Goods be simple, practical, convenient. No Hartmann is ever an "experiment." Efficiency is as typically Hartmann as smartness and durability ... a natural result of Hartmann's 60-year familiarity with every travel need.

DÉBUTANT SONS

(Continued from page 124) Parents simply must not ask questions. But occasionally when he is caught off-guard a débutant son may admit:

"Mother, I had a marvellous time last night. There was a guy there who knew all about Diesel engines." Or, "There was a guy there who's a gentleman jockey, and does he know about horses!"

"No talk about books or the theatre or music or painting or politics or the immortal soul?"

"Of course we do," he replies with indignation. "We haven't any time to read, but we've seen all the musical shows at least twice, and only the other night we had a tremendous discussion with some Catholics about the Confessional and birth control!"

Also, they do talk about life! Which means how badly their parents have managed their own lives, and how much wiser they and their friends are going to be. Which suggests: Dare a boy who is intelligent, even scholarly, but who likes to dance, reveal that he knows more about literature than horses? Yes, if he will first tell the girl how pretty she is, and then, looking down his nose, berate her for an illiterate who has not read Pareto's *Mind and Society*. She has never heard of it, and he's never read it, but both are impressed, and if he dances divinely she'll even boast of his intelligence to other girls. But the less said the better by a pretty girl about Vilfredo Pareto and his *Mind and Society*.

So much for the winter season. But more and more, the girls are coming out in the country in mid-summer and autumn, and it is always well for boys to be seen at race-meets and to wangle as many week-ends as possible. When the sun shines brightest, there are the yacht clubs and country clubs; and at night when there's not a dance, there will be a converging of cars from all directions to meet at some beer-garden, tavern, or beanery elected the chic rendezvous. Then there are toasted cheese sandwiches, beer, much talk and the perpetual joy of seeing and being seen by the crowd.

And so they continue to huddle together at the same parties, and in a few years marry one of the same faces they have been dancing with, and move to an apartment-house where live five other young couples for whom they were bridesmaid and usher—and dance some more. Married, they want more, but only *more* of what they have had before—more money, more possessions, more parties.

Increasingly our sons are being dumped at an early age into the laps of schoolmasters, who are expected to teach them the manners and morals, as well as the mathematics, they were not taught at home. And when they *are* at home, they are encouraged to forget all three through the delirious medium of constant parties. Rarely are they given the opportunity to learn how to be alone, how to enjoy the solitary pleasures of reading, music, painting, carpentering, walking—pleasures not dependent upon the uncertain good-will of others.

Thus they enter their freshman class at college—their débutant year—with no cultivated means of relaxation other than those relied upon by so many of their parents; games, drinking, dancing.

When, for example, an examination has to be passed and there is the inevitable reaction, they get defiantly drunk on ninety-cent port or inferior gin, speed recklessly toward the Dew Drop Inn, and later beat up the janitor. Why not a concert? Music is very relaxing. Oh, that isn't done—only by a queer few. Yet the world we are living in desperately needs youth, not tired old politicians, and if boys during their most impressionable years think too often it isn't done, they are not likely later on to reason it may be done and it shall be done!

My mother was right. Far luckier they who "come out" on the front stoop, the side veranda, and the back porch—for they have more chance of coming directly out into life.

MADAME IS SERVED ... *Beauty!*

Indeed, Madame is served a double portion of Beauty in two silvery moods. For her choice Heirloom Plate presents the incrustated richness of CHATEAU, heavy with sleepy lilies and French traditions of elegance—or that sleek, suave, thoroughbred pattern so aptly named LONGCHAMPS. Selected dealers will show you services as modestly priced as \$27.50; teaspoons at \$3.50 a set.



LONGCHAMPS



Heirloom Plate

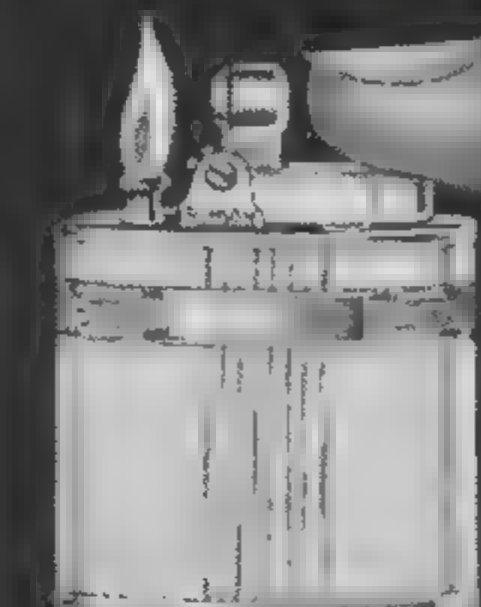
SILVERWARE CREATED FOR THOSE WHO SEEK THE FINEST



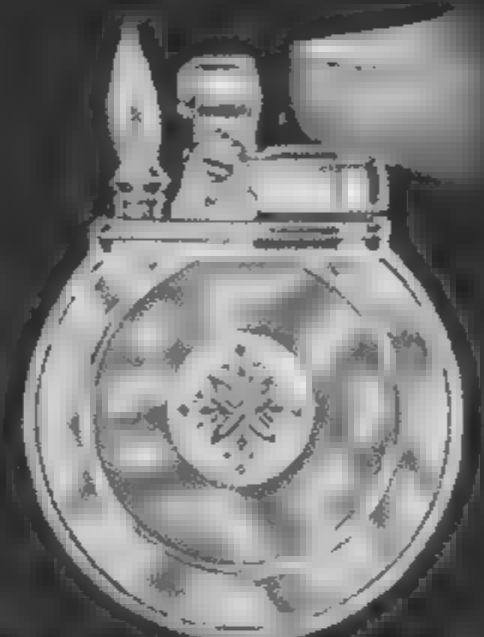
Clever miniature bar conceals **TOUCH-TIP** desk lighter and two elevating cigarette compartments.

A vanity—a cigarette case—a lighter—all in one slim, handsome unit. She'll adore it!

*Light
on your
Christmas Giving*



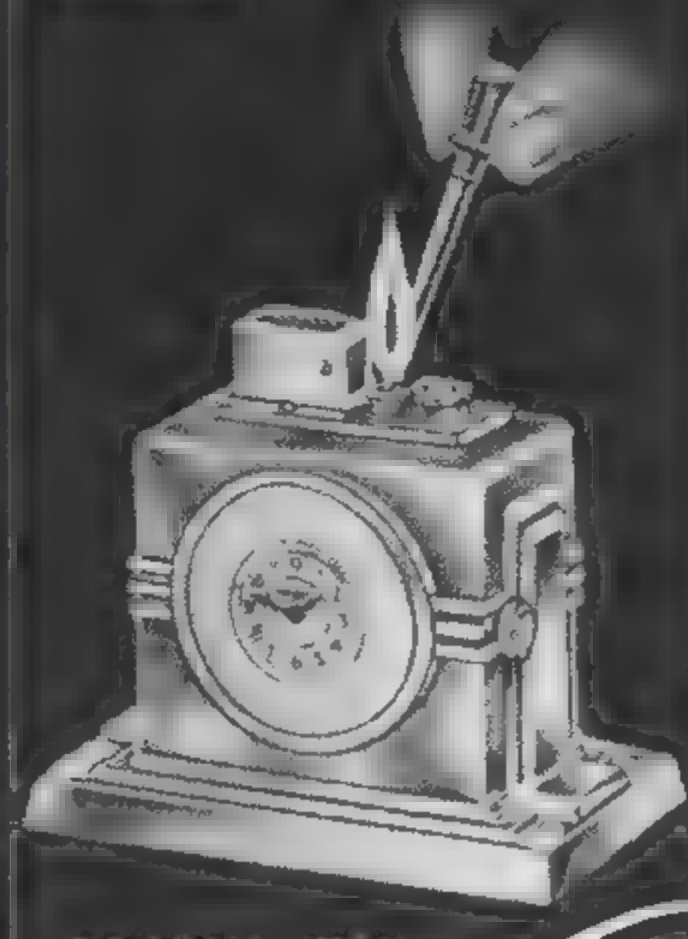
With smartly tapered edges this pocket lighter makes all pockets streamlined



Pocket model, shaped like a watch and just as handy



Lighter and cigarette case combined. Streamlining adds to its beauty and compactness



TOUCH-TIP desk model gives the time with your lights

If they smoke (and who doesn't), play safe and go **RONSON**. Those on your gift list will value **RONSON** as the finest money can buy.

Watch them enthuse over the sure, simple, one-finger, one-motion action, the outstanding utility, the exquisite styling, the superb craftsmanship.

Every model is a handsome, efficient, personal accessory, abreast of smart style trends,—fine jewelry, built for enduring service.

Here illustrated are but a few of many attractive new types suited to a wide variety of uses for men and women and decorated in keeping with the requirements of business wear, formal dress, or colorful costume. Priced from \$3.50 to \$22.50.

See them at your jeweler or department store or at any store selling fine smokers' articles.

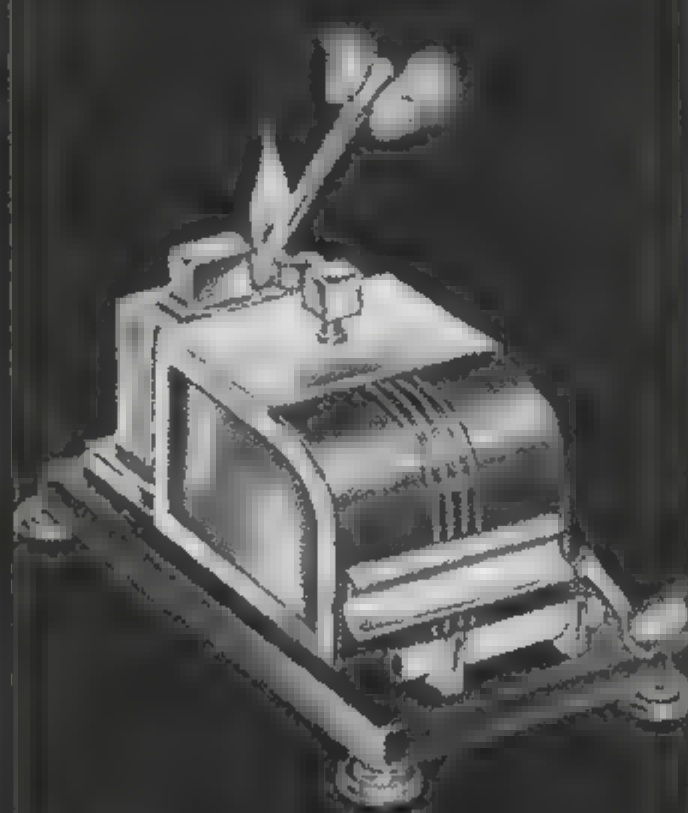
FLIP—
it's lit!

RELEASE—
it's out!

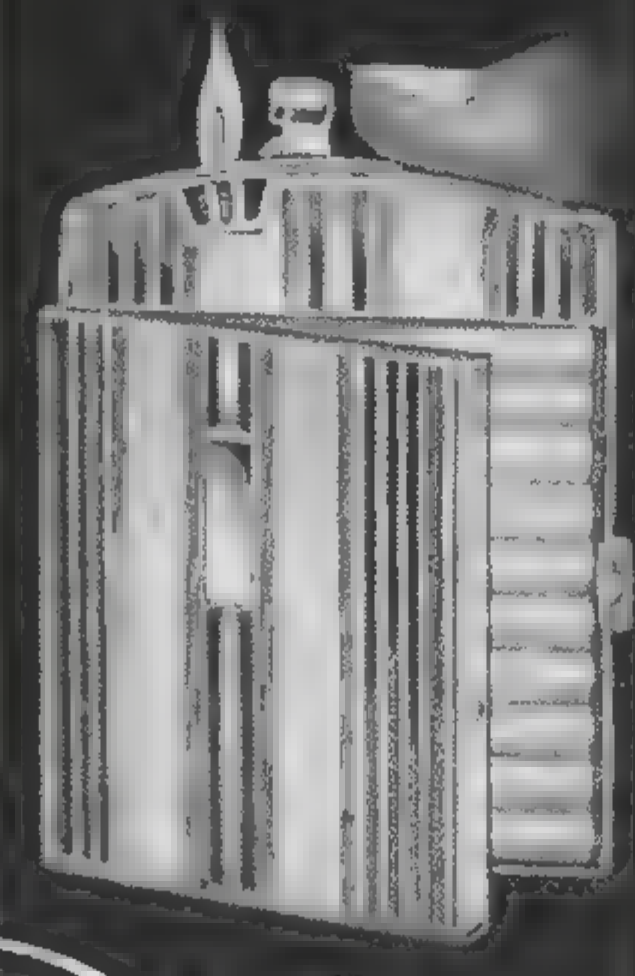


Light while you write with the **PENCILITER**—a (real built-in **RONSON**)

Luxurious Rhodium plated pocket lighter with inset watch



TOUCH-TIP desk lighter combined with cigarette dispenser



Lighter-cigarette case that holds a full pack

RONSON

WORLD'S GREATEST LIGHTER

Free Illustrated Catalog of "What's New in **RONSON**" Send for it, giving dealer's name

ART METAL WORKS, Inc., 27 Aronson Sq., Newark, N. J.
Canada: DOMINION ART METAL WORKS Ltd., Toronto
England: **RONSON** PRODUCTS Ltd., London, W. C. 2
Australia: W. G. WATSON & CO., Ltd., Sydney

BANDBOX BY THE RIVER



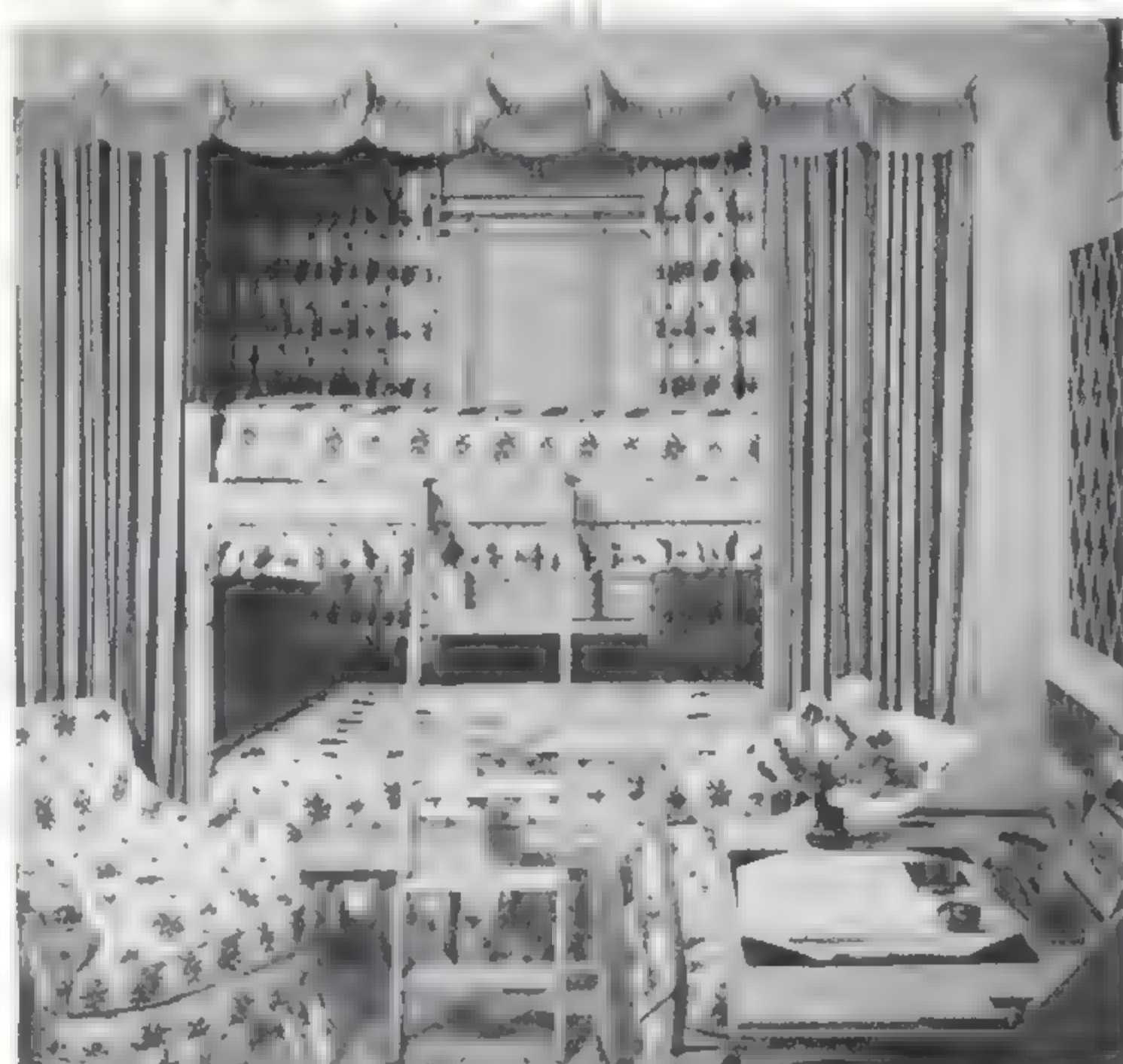
A DOUBLE DOOR OPENS INTO A BAR

(Continued from page 88) foyer, and bedroom, and the curtains that draw at night are in the same soft shade. She was ruthless about the furniture—even a lovely mahogany secretary was covered with paint, and the result is that furniture melts into the walls, and the size of the rooms is increased enormously. Next, she used mirrors in every possible spot. One whole end of the room, including the doors, is of mirror, and a huge sheet of mirror behind one sofa reflects fireplace, garden, and river. Two especially charming small mirrors are made of blue Venetian glass and hang on the mirrored wall, which reflects the garden. The lamps are tall hurricane chimneys of transparent glass with pleated white shades. The floor is white, the bricks around the fireplace are mauve, and a deep white fur rug gives a feeling of luxury. And the fender and andirons, which once were brass, have been finished in shining chromium.

It is impossible to describe the jewel-like quality of the room at night, with candles twinkling in the old silver candelabra and in other candlesticks before the mirrors, and, through the window, the necklace of lights that outlines the bridge.

By now, she had four of her essentials, and a bright chintz with bunches of crisp pink roses on sofas and chairs furnished the gaiety, with a lovely collection of flowered china on the walls for accent.

It was the little matter of convenience that took the most planning, but the results are triumphant. A circular table (blue, of course) conceals extra pillows and comforter; a radio fits into the bookcase; a magazine rack over the radiator. Most of the doors are mysteriously double and open. (Continued on page 136)



DOUBLE-DECKER FOUR-POSTER



Parfum Indiscret

Perhaps if you could
read the future, you would
be down at the stores with-
out a moment's delay -
demanding a flacon of
"Indiscret" in order to start
your future now!

LUCIEN
LELONG



GIVE him a Rolls Razor. He may never have mentioned it to you, but it's something he's known about and wanted for years. It's the finest razor made. It is stropped and honed in its own case, so it is always sharp no matter how many times it is used. What man wouldn't want a Rolls—a present he'll be using every day of his life. On sale at all good stores. Sole U. S. distributors: Lee & Schiffer, Inc., 305 E. 45th St., New York City.

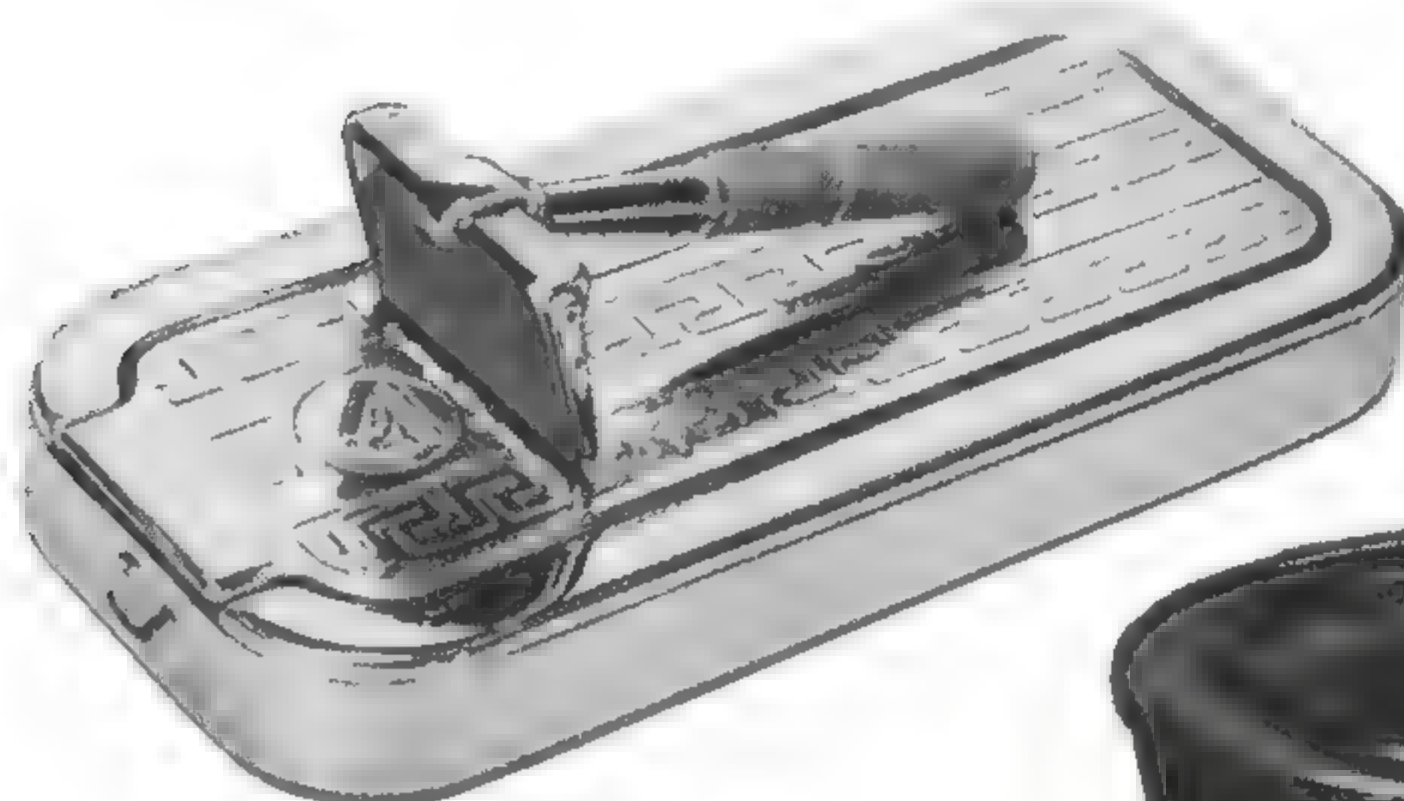
ROLLS SHAVING BRUSHES... Softest badger bristles, firmly anchored so they'll never desert the brush.
\$10, \$8.50, \$7.50



TWO BLADE SET... Stainless metal case and spare blade in a special travelling kit...The 'extras' flatter his vanity... \$20



THE IMPERIAL ROLLS RAZOR... The Superb Rolls blade is kept sharp day in and day out by stropping and honing in the case... You'll win his gratitude every morning for years to come.
\$10



ROLLS SHAVING SOAP... Rich lathering, quick-softening... in permanent bakelite bowl... \$1
Refill cakes... 60c



ROLLS RAZOR

LIMITED INCOME BACKLOG



(Continued from page 75) Sweaters and skirts can come out season after season if they're of superior stuff to begin with. They make complete costumes in themselves, or they may ring changes on other clothes. Those that we show on page 74 will wear like iron. The flannel in the skirt is soft, but sturdy, and has been cut with a prodigal hand so that the skirt won't cut in or ride up on you. The sweaters are of fine imported wool. Just above is a sports jacket you'll skate in, wear under ski clothes for eternity. The sleeves and back are of brown knitted wool, the front, white suède (Martha West).

One of the greatest satisfactions is an undated dinner-dress that goes with almost any jacket or wrap and will, with a change of accessories, fool your friends indefinitely. We know of one smart woman who used a classic crêpe dress for four years, whipping up new excitement for it with different scarfs, jackets, and flowers. Of course, you won't get such a jewel for a song, for a dress has got to have quality and stamina to last through cleanings and pressings and years of wear. Teamed with this dress should be a pair of multicoloured brocade evening shoes, like the one at the far right, from Nancy Haggerty. These should never, never be considered as one more pair of dancing slippers, but should be held in reserve for those moments when you discover your dance sandals (good for many more whirls) too down-trodden to face the close-up of a drawing-room. A pair of brocade shoes like these will go with practically any colour evening dress and will save a hasty, often extravagant buying of a pair to fill a special need.



A timeless hostess coat is another bulwark. On page 74, we suggest one of brocade—brocade because it combines endurance with beauty, because it will not lose its mellow elegance. This coat is not radically cut. It would have been as good three years ago as it will be three years hence. When your more dashing coats pall, it will always be there, and it costs only about \$45.



And then there are the bed-rock classics. On page 74, there are the tweed suit (you'll find one for about \$65), of such good fabric and cut it can hang in your closet as long as your husband's sports suit; the country gloves of hand-knit wool that, because they are pure wool and hand-sewed at the seams, will keep their shape and your fingers warm; the country shoes for which you should pay more

than any others, but which, given a steel brush (or saddle soap, if leather), will serve indefinitely. And last, the knock-about felt hat that shades your eyes, sticks on your head, and takes years to lose heart. Above, there's another country shoe—a Matrix model with a walking heel and the best of alligator (Stern). Directly over these words are a brown crocodile bag that gives you the satisfaction of having the best every time you use it, a belt to match, and buffed pigskin gloves you'll never wear out (Mark Cross has this group of accessories). All of these make your backlog—the log that will keep your dress-fires burning bright!

Beauty that Eternally Endures

Your silver—it will be Sterling of course—for in the deepest sense only Sterling is silver. But its design—have you considered how really important this is? Lasting beauty and permanent good taste are so essential! Thoughtfully chosen, your silver will become one of your most prized possessions—dearly cherished throughout all the years. LUNT SILVERSMITHS have always appreciated the importance of permanency of design in Sterling Tableware and have, with marked discernment, created patterns based on sound principles of design, following the best accepted styles of decoration. Glance at the WILLIAM AND MARY STYLE, illustrated at the right—a delightful interpretation of 17th Century English design that blends so perfectly with American Colonial furnishings. The WILLIAM & MARY pattern will never lose its charm and correctness. So with other “TREASURE” patterns. Here is silver which you will be glad to live with—and which your grandchildren will inherit with no little pride. Write for a copy of “The Modern Way to Choose Your Silver,” addressing Dept. A-55.

STERLING  925/1000 FINE

Lunt Silversmiths

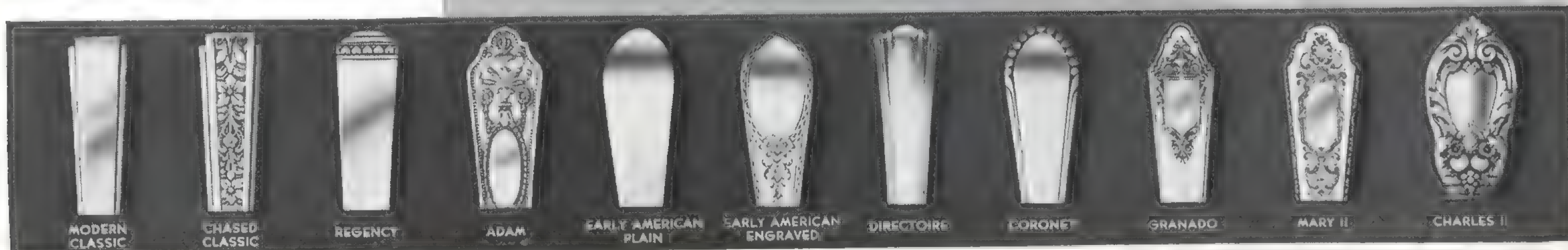
GREENFIELD—MASSACHUSETTS

*A Direct Heritage of Fine Silversmithing
for over Two Hundred Years*

MAKERS OF STERLING TABLEWARE EXCLUSIVELY



WILLIAM & MARY STYLE





VULCANIA
"LIDO" CRUISE
to the WEST INDIES
and
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27 DAYS **\$325** UP with standard shore excursions \$385 up

FROM NEW YORK . . . JAN. 12

LIDO all the way! . . . Lido swimming, Lido sun-tanning, Lido sports and relaxation enroute to three of the Caribbean's finest ports and three of South America's most fascinating cities. All in less than a month.

The Vulcania, newly remodeled, is a truly magnificent vessel for such a cruise . . . her entire deck of verandah suites . . . her new and larger Lido Deck, pool and other facilities will make the itinerary doubly enjoyable! Reserve space early.

Apply at your own TRAVEL AGENT or any office of the American Express Company or the Italian Line.



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OFFICES IN PRINCIPAL CITIES

FOUR MILLION

(Continued from page 93) garage, so that each guest can drive wherever and whenever he likes. A row of Plymouths, in all their shining six colours, would be perfect. The new Plymouth is bigger (need we say that again?) and simpler, with a look of more strength, more substance, more power. But its sturdy steel body is poised on rubber mountings, cushioned on great shock-absorbers like the ones in de luxe passenger planes, which make it ride so easily that it's almost soporific.

The new Lafayette "Four Hundred" is as clean-cut and modern in design as the Triborough Bridge, and creates an optical illusion of even more size and sweep by the backward whoops of its fenders and the elongation of its running-board. Inside, there's a mahogany-finished instrument panel, nice, tufted upholstery, and almost everything except a wood-burning fireplace. The Nash, its big brother, hasn't tinkered much with its already excellent engine; but it looks as though a smart decorator had been working on it. The upholstery is finished with cloth beading, the instruments are of oxidized silver, a scarlet Nash flashes on the chromium disk wheels. But what has always fascinated us about the Nash sedan is the fact that you can—by devious machinations—make up a six-foot double bed in the rear compartment. We heard of an adventurous couple who had seen America in a trailer, with their butler and maid (also a couple) tucked away in the car at night.

This year, the Dodge engineers have gone in frankly for being ladies' men; not confining themselves to such mysterious mechanical improvements as Ride Levellers and Synchro-Silent Transmissions, they've made the whole car better-looking and more livable. They've worked out a new ventilating system that keeps the air circulating, without making the love-birds in your hair take wing; they've fixed the front and rear windows so you don't have to crank them—just push. They've moved the dome-light aft so you have the light behind you, instead of that uncompromising white glare that came—like the Eye of God—from above, revealing all the flaws in your make-up after a long drive. (This rear light is also fine for reading, as you inch along the Jericho Pike of a Sunday night. You can curl up on the beige duvetine-covered seat and finish *Gone with the Wind*.)

Fearful parents should give only Pontiacs to their children; for this year, again, they have "Safety First" written on their dashboard. . . . The company used to get so many plaintive letters about there being thirteen chromium ribs in the Pontiac grille, which streaks all the way up the hood, that this year they've redesigned it with seven. And it's better-looking, so every one ought to be pleased. Tall drivers will like the new windshield, tilted so you can see traffic-lights without craning, and the poor creatures who always have to sit in the middle of the front seat will like the new width, and the curved gearshift-rod that doesn't get you in the knees.

The De Soto has slicked itself up tremendously this year, doing away with all possible projections both inside and out. All the instruments on the dashboard have been recessed so that they come flush with the surface of the panel; even the windshield crank, although it couldn't be made to disappear entirely, has coiled itself into a smooth chromium knob. The top of the long, sleek hood is made all in one piece, so you can raise it like the lid of a grand piano. (Open, it looks like the gaping beak of some great bird.) One of the new colours is called Winchester Gun-metal, and is terribly smart—a really metallic-looking grey, like dull lamé.

Helen Dryden, the artist, has been busy showing the Studebaker men just what the women like in *décor*s, and the result is perfectly simple and perfectly beautiful. The upholstery looks like the homespun in your newest Molyneux suit, and you can even have the heavy rubber running-board coloured to match the body. Gentlemen friends of any length can drive your Studebaker for you in comfort, for the whole front seat slides back and forth without a hitch. The steering-wheel has a dual range—it whips around easily when you park, but on the straight it practically holds itself steady. (Continued on page 134)

The Invisible Corsage

THAT CAPTIVATES

• HER INVISIBLE CORSAGE is the entrancing spirit of living flowers... perfume by Molinard! In these exquisite perfumes are preserved the natural fragrances that captivate... the delicacy of the flowers themselves... each one original... each one a perfect and a true perfume.



• In all the world there are but two kinds of perfumes... those distilled from original flowers and those fortified with synthetics. The first imprisons the actual odors of the flowers and releases them upon contact with the air... veritably an invisible corsage. All others are subject to change in odor when exposed to the air that should give them life. That is why so frequently a one time perfectly lovely scent turns into a quite disagreeable odor. Blame it on synthetics... and on impulsive purchasing.

• Molinard perfumes are distilled wholly and completely from the natural flowers. In them are preserved the original fragrances that captivate... the delicacy of the flowers themselves without a single drop of synthetic material.

• Each flacon of Molinard is bottled and sealed in France... Molinard is the only perfumer who distills, blends, bottles and seals his rare perfumes and sends them to the women of America in their original form. Ask for Molinard at the best stores in your city. Learn for yourself the glamour of such original odors as Isclès D'Or, Xmas Bells, Fleurettes, Jasmin, Calendal and Violette du Roi. Each one is original. Each one is perfect. Each is distilled from the original flowers... a perfect... a true perfume!

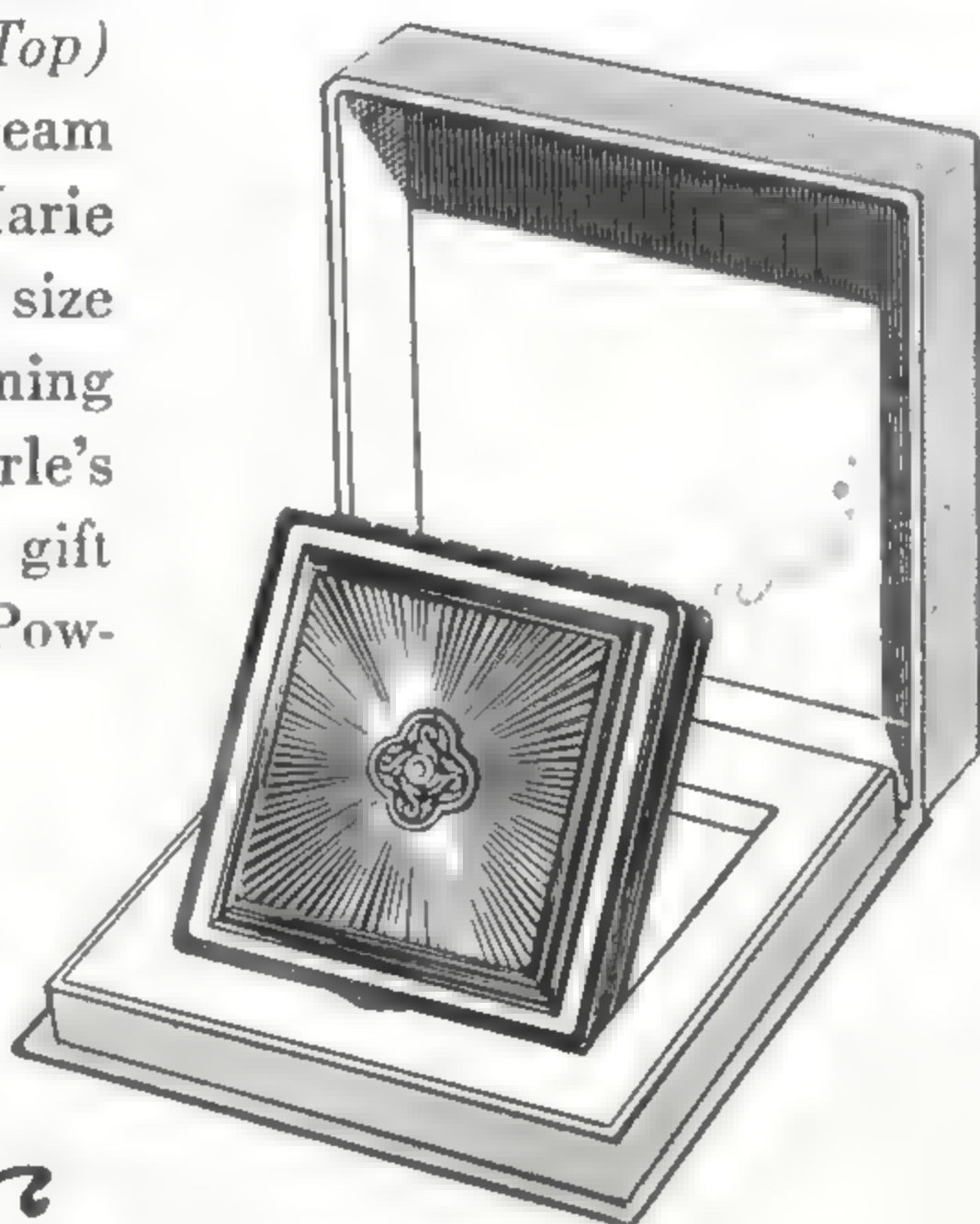
MOLINARD

PARIS • GRASSE



She shall have beauty wherever she goes, world cruising, home traveling or week-ending. (Top) Travel Case, brown leather outside, cream leather inside. Containing every needed Marie Earle complexion luxury. In "grand tour" size—\$25. (Center) Smaller Travel Kit. Containing 7 preparations—\$15. (Bottom) Marie Earle's most famous creams, lotion, powder, in a gift case—\$5. (Right) A Marie Earle Loose Powder Compact of golden beauty—\$3.75.

Marie Earle



FOUR MILLION

(Continued from page 132) And they've proved that the trunk-space is big enough to hold three children by actually putting three children into it.

The super-supercharged Graham has more to recommend it than its speed or its economy. It has, for instance, the long-awaited ash-tray that will also hold a pack of cigarettes. It has dash without *chichi*. It has a new colour—Vogue Brown—that, quite apart from personal considerations, we love, especially when it's combined with a Persian-red stripe, red wheels, and white tires. And we hear that Norman Bel Geddes had a hand in designing the interior.

We were impressed, of course, with the mechanical changes in the Oldsmobile. But it's hard to keep your mind on its larger engine, its overdrive, its frugality with gas and oil, when its outside is so distracting. The Six's radiator grille has horizontal plates of heavy chromium, slanted in like the blades of a turbine; the Eight has a chromium-screened honeycomb grille. Both, of course, are longer, lower, wider. The new Oldsmobile convertible coupé, which has two little jump seats in back (facing each other, of all things), can be painted a strange new cream colour and upholstered in hand-crushed brown leather, and looks like something out of the *Concours d'Élégance*.

Irrelevantly enough, the first thing we noticed about the new Buick was its door-handles; but, actually, it wasn't as irrelevant as you'd think, because they're somehow symbolic of the whole car—heavy, gleaming, easy to operate, and altogether lovely. They have, like everything else about it, been worked out to harmonize with the whole ensemble—with the suavity of the hood, with the drama of that single stripe of bright chromium, with the smart, simple instrument-panel. This year, Buick's radiator bears the coat of arms of the family for which it was named. (But it might have had "By Appointment" on it, for we hear that it's the only non-British car being driven by the King of England.)

Even standing still in a showroom, the new Chrysler would be our entry for the Vanderbilt Cup—every line of it is so instinct with speed. Lolling inside of it, you'd never realize that you were riding in something made entirely of obdurate steel; for it is deeply and carefully insulated, not only against heat and cold, but against bumps and bounces and shocks and noise—against all the nerve-lacerating aspects of modern life. The seats are as high and as restful as your own overstuffed chair; the head-room is spacious enough for the tallest of your Suzy feathers. (Yet the whole car is lower.) Incidentally, the new Chrysler "Royal" will be far less expensive than any car that has ever borne the Chrysler name, yet no less worthy of bearing it.

The Lincoln Zephyr still has the lean, windswept look that is so effective, and has made it even more so by pointing up the radiator design. In its new rear-deck trunk space, the spare

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THESE FEW AMONG MANY
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WHEREVER YOU MAY BE, WE SUGGEST THAT YOU ASK AT YOUR DRESSMAKER, OR AT YOUR SPECIALTY SHOP, TO SEE THE COPY OF THE NEW RODIER AUTUMN—WINTER FASHION BOOK.

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FOUR MILLION

tire is held in a rack in front of the luggage, and swings down to make a sort of shelf when you take the bags out. Inside, there's an enclosed grille, arching from the middle of the instrument-panel down to the floor, in which you conceal the car heater and radio, too often obvious appendages. And there's a new steering system that makes it park as cleverly as if it had eyes in the back of its fenders. The Lincoln Senior, of course, is still one of the smartest cars in the world, and a canvass of all the doormen of the best night-clubs in town would probably reveal that more of the carriage trade arrived in Lincoln town cars than anything else.

Even if you've consistently missed every light on Park Avenue, even if you're hopelessly late to "Red, Hot, and Blue," there's no use getting tense and dishevelled about it. Not if you're ensconced in the back seat of a Packard. You can relax peacefully against the fine broadcloth of its upholstery and give yourself over to meditation; to watching the gleaming hulks of the cars ahead of you, the sheen of lights on wet pavement, the stolid back of the chauffeur. But you don't have to have a chauffeur to have a Packard; this year, to supplement the now-famous One Twenty, there's an even less expensive Packard—the Six—which is five inches shorter, but otherwise almost identical. It has the same massive, gleaming organ-pipe grille as the other Packards, the same patrician lines, the same integrity of detail, the same blue blood.

A very chic Christmas list, this year, might read somewhat as follows: a short sable jacket; a trip to Kitzbühel; a shell pin made of pink enamel and diamonds; and a Cadillac V-16 phaeton with a beige top, beige leather seats, a kolinsky fur rug, and a Cairn (the beige kind, not the salt-and-pepper variety). Cadillacs haven't changed much. They don't have to. Their noses are perhaps a shade more aquiline, more aristocratic; their fenders heavier; their radiators more striking. But they remain essentially, superbly, classic. The new La Salle's radiators are pushed farther forward, their rear fenders carried farther back, and four inches added to their already impressive length. Their instrument-panels, too, have been rearranged with the most important instruments in the centre, and the incidentals on either side to balance them.

Apparently, the criterion of success in Hollywood is to draw up to the studio gates in a Cord. . . . It's the kind of car that ought to be constantly full of exceptionally glamorous people, and as a matter of fact constantly is. The new colour combinations on the Cord sedan are certainly glamorous enough: maroon broadcloth upholstery, piped in cream, with a cream coloured body; ink-blue broadcloth with a cadet-grey body (this is a knock-out); light grey broadcloth with a black body; or tan broadcloth in a car of the deepest maroon. The Cord phaeton sedan has the most completely disappearing top we've ever seen—when not in use, it (Continued on page 143)

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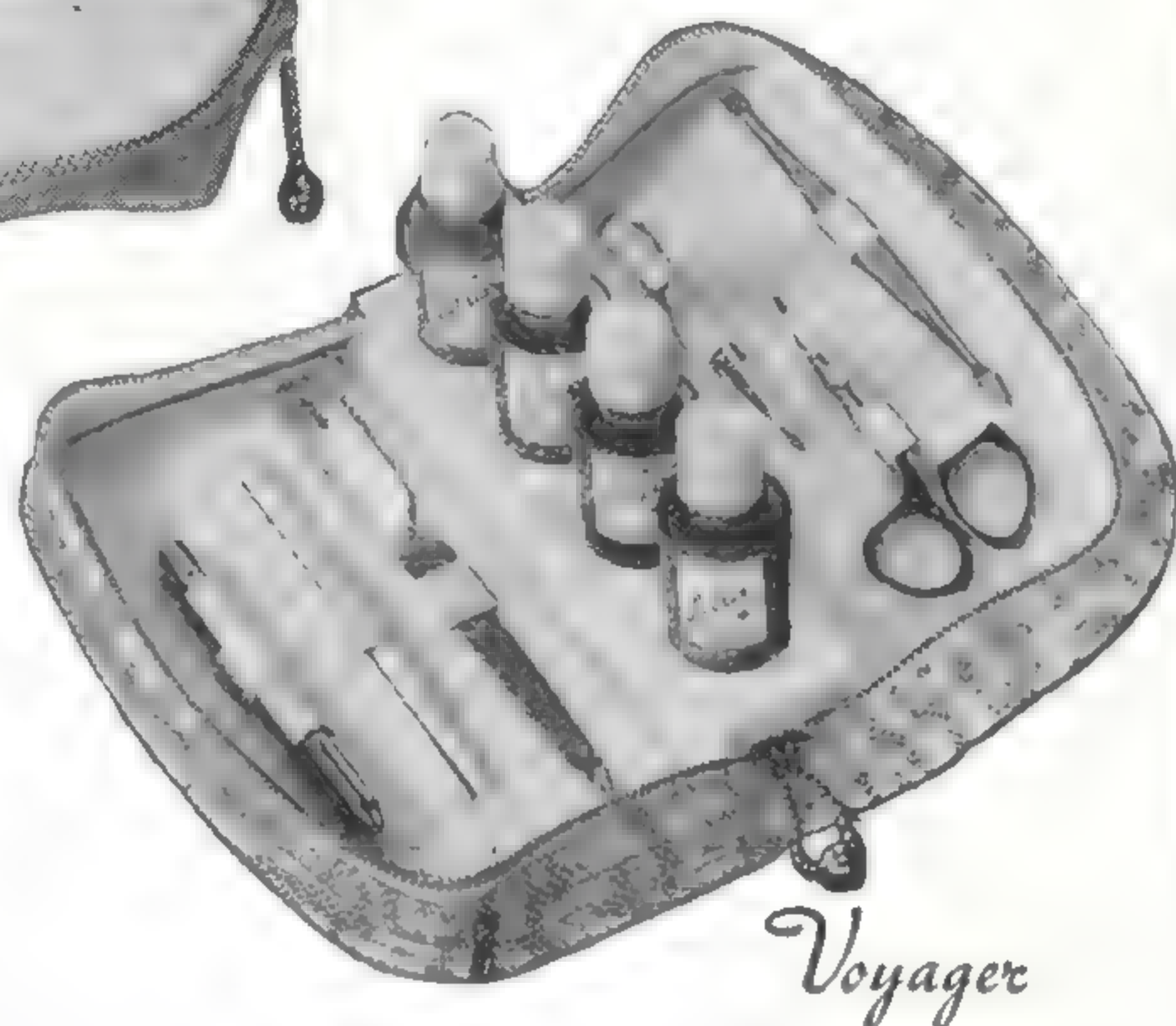
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BANDBOX BY THE RIVER

(Continued from page 128) to show a broom-closet or a shoe-closet or a place for kitchen supplies.

The really minute foyer manages to be coat-room, powder-room, and bar, all at once. There is a chromium hat-rack, and a carved wood umbrella-stand is rejuvenated by blue paint. One of the innocent-looking doors opens, and there is a bar with bottles and glasses and shakers in racks, and a shelf lifts up to hold them. A mirror and shelf against the wall (also inside the door) make the powder-room compact and adequate as anything!

The kitchen is one of those miracles of condensation, like a dining-car, the intricacies of which we haven't mastered. And the bedroom manages to have two very comfortable beds (a double-decker four-poster with wonderful concealed reading lights) and all hung with the same gay chintz used in the living-room; a large desk and chairs and tables (not to mention a blue basket for the black-and-white Dalmatian dog, and six bath-towelling slip-covers for his mattress), without seeming crowded. We can't explain that either—you'll just have to take our word for it.

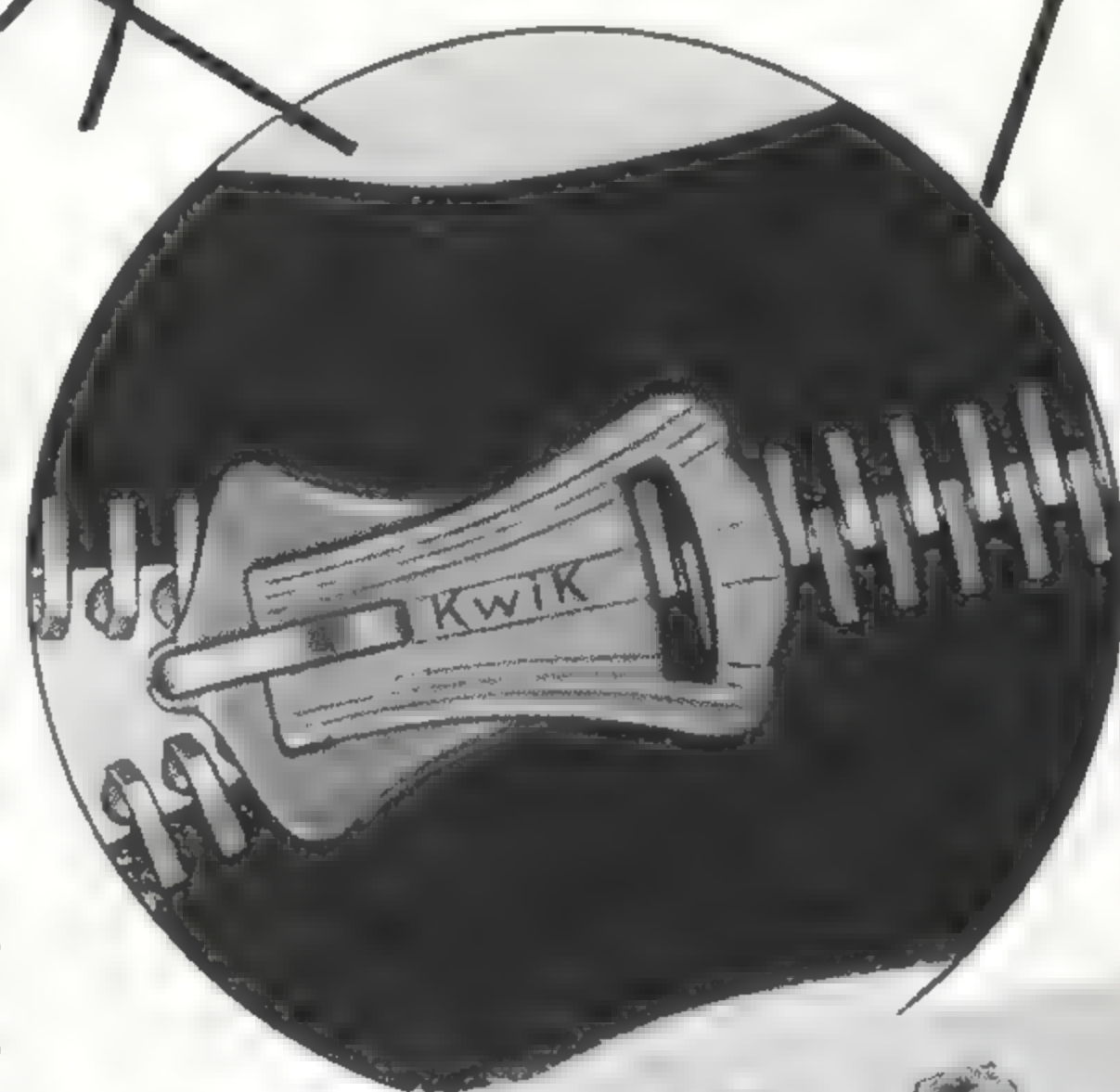
All of this sums up to the last essential—chic. But, surprisingly, it also sums up into a perfect place to entertain. Not just one or two guests, informally, but as many as ten, at a well-served dinner.

The trick (and we'd like to do a salaam to Dorothy Draper at this point) lies in several nests of small tables in the ubiquitous blue. After the guests have assembled and had their cocktails and settled happily in chairs or sofas, a small table is placed in front of each. It is then set with doily and glass and china and silver, as correctly as in the most formal dining-room. But we feel pretty sure that all formality must melt away from the gay little circle dining around Mrs. Draper's fireplace or out on the terrace under the pale blue awning.

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BLACK—THE BASIS

(Continued from page 86) of the suit; or buy huge coloured linen squares, very cheap at the Japanese shops, and twist these in triplicate—purple, red, black—around your neck. Have changes of bright coloured sweaters and shirts (we sketch a tan shirt on page 85). Just to be disarming and unexpected, have one sweater in sky-blue, or pale pink, or leaf-green. With a pink-and-black checked jacket for the country, or one in sky-blue and black, you could wear a pink or a blue hat.

Wear a hat as marked, as dashing as the one we photographed with the tweed coat, for town. For the country, have a softer, casual felt, with a flick of colour in the feather, perhaps. Use the same classic leather bag and shoes for town and country. Put all the money into these that you would formerly have divided between black and brown accessories. Don't forget that tan leather accessories—if you have them—are exceedingly smart with black; and that brown is good if nutria comes into the picture. On occasion, carry a vivid leather bag.

Have one pair of heavy, expensive, hand-stitched leather gloves in black for town; and a pair of smart pigskin gloves for the country. Knitted gloves, or Austrian skiing gloves—white with a black design—are smart with tweeds or sporty furs. Let your stocking colours have plenty of life—to hold their own against black.

If a fur coat doesn't come within your budget, you will need a more formal town coat to supplement the tweed. There is nothing so practical as a good black coat with a separate fur. Later in the season, you wear the coat without the fur or the fur without the coat. Black coats trimmed with Persian lamb are smarter than ever and put over the idea of black as forcefully as a French poodle.

Choose a good-looking black woollen dress to wear with your more formal town coat every day. If simple enough, like the one sketched on page 86, (Continued on page 138)



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You see it here, twice over, in these handsome new Magnet gloves created by the famed R. & J. Pullman, Ltd., of London. Just in time for gift lists!

★ Washable soft grain leather, these, hand-stitched in contrasting colors, with typical English tailored chic. Imported for the smartest women of America . . . in Koko Brown, Navy, White, French Grey, and Mode. Ask for Magnet Glove No. 81 DY.

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BLACK—THE BASIS

(Continued from page 137) you can wear it with the tweed top-coat, as well. Inject some decisive colour accent—a brilliant red enamel belt buckle, and a red scarf tucked in the neck.

One more occasion to consider, and your winter wardrobe is complete for day. For afternoon, you will want a black crêpe or black silk jersey dress—preferably one with short sleeves that will be charming for cocktails. Soften the rigour of the black with a twist of coral at the neck and wrists. Another day wear turquoise touches; a third day, wear pearls. Deep caramel-beige—in hat, in scarf, in gloves—is the newest colour note with black.

No evening wardrobe makes any sense unless it starts with a black dinner-dress—crêpe or one of the black silk jerseys. Given enough variety in jackets and adornments, you could have a whole evening wardrobe with this one dress. A bright felt jacket for a little evening in the home; a black sequin jacket for restaurants and the theatre; a shimmering brocaded jacket for almost any time; or the Oriental jacket on page 85.

Here is another thought: twists of material—long scarfs cut on the bias—to tie around your waist in a riot of colour. Wear a bracelet of emerald stones on one wrist, and one of ruby stones on the other, to pick up these colours in your sash. Heavy, chunky gold jewellery is smartest of all with black this year.

Run the whole gamut of evening formality in black, if you like. Crêpe, jersey, satin, velvet, net. Or introduce colour to play with black. On page 87, we sketch a pink crinkled crêpe, piped in black, with a black velvet jacket. Wear black evening sandals for further accent. The grey chiffon dress, on the same page, may be pointed up with black accessories. The story that started with black reaches its climax in the black tweed evening coat (on page 87), decisive as a Hunt Diederich silhouette.

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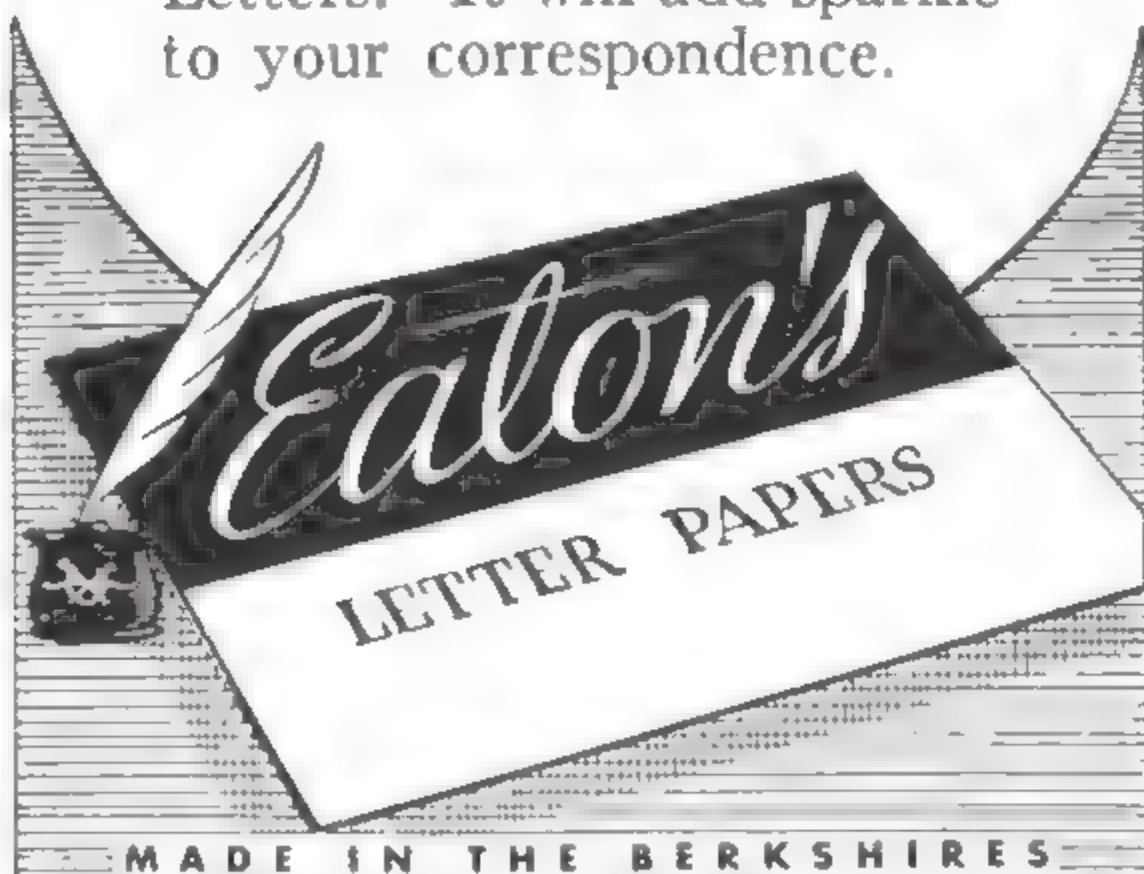


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JOHANNESBURG, SOUTH AFRICA

(Continued from page 67) business structure—the city is too young to have developed an aristocracy of either family or brains. The leading citizens are all either directly in mining, or in a business connected with mining. The only Union Government department at Johannesburg is the mining department. The big South African Institute for Medical Research is largely occupied with the feeding and hygiene of native labourers.

But its social life has no trace of the traditional mining-town's wildness. As many black sheep, tough characters, and general riffraff went to the Johannesburg gold-rush as ever went to the Klondike or to California. The Johannesburg slums bear witness to that to-day. But among the socially elect, the life, while gay, is eminently respectable. And though the general level of wealth among the upper classes is high, there are, contrary to popular belief, very few colossal individual fortunes in Johannesburg. Most of these have been taken overseas.

Johannesburg's story is as violent in incident as it is compressed in time. It is the story of a struggle between two white peoples for possession of a black man's country.

To understand it, one must go back briefly to the seventeenth century, when the Dutch settled the Cape of Good Hope. Portuguese and English had come before that, but had gone away again. The Dutch stayed, for they liked the isolation and independence they found in this new land. When a few French Huguenots came later in search of religious freedom, the Dutch absorbed them. The descendants of these two strains were called Boers, from the Dutch *bouwers*, farmers.

The Boers made slaves of the little brown natives they found at the Cape, who were Hottentots and Bushmen. The Boers farmed, raised cattle and large families, sat on their stoeps to smoke of an evening, drank strong coffee, read their Bibles diligently, and were happy. (Continued on page 140)

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... finest quality materials ... superior craftsmanship ... distinguish these pert, colorful and jaunty walking shoes, styled in the British manner. Many other irresistible models ... from \$10 up.

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JUNE LANG (20th Century Fox player) is charming in this Princess blocked Lapin*. Large brilliant buttons and wide belt spell youth. (Left)

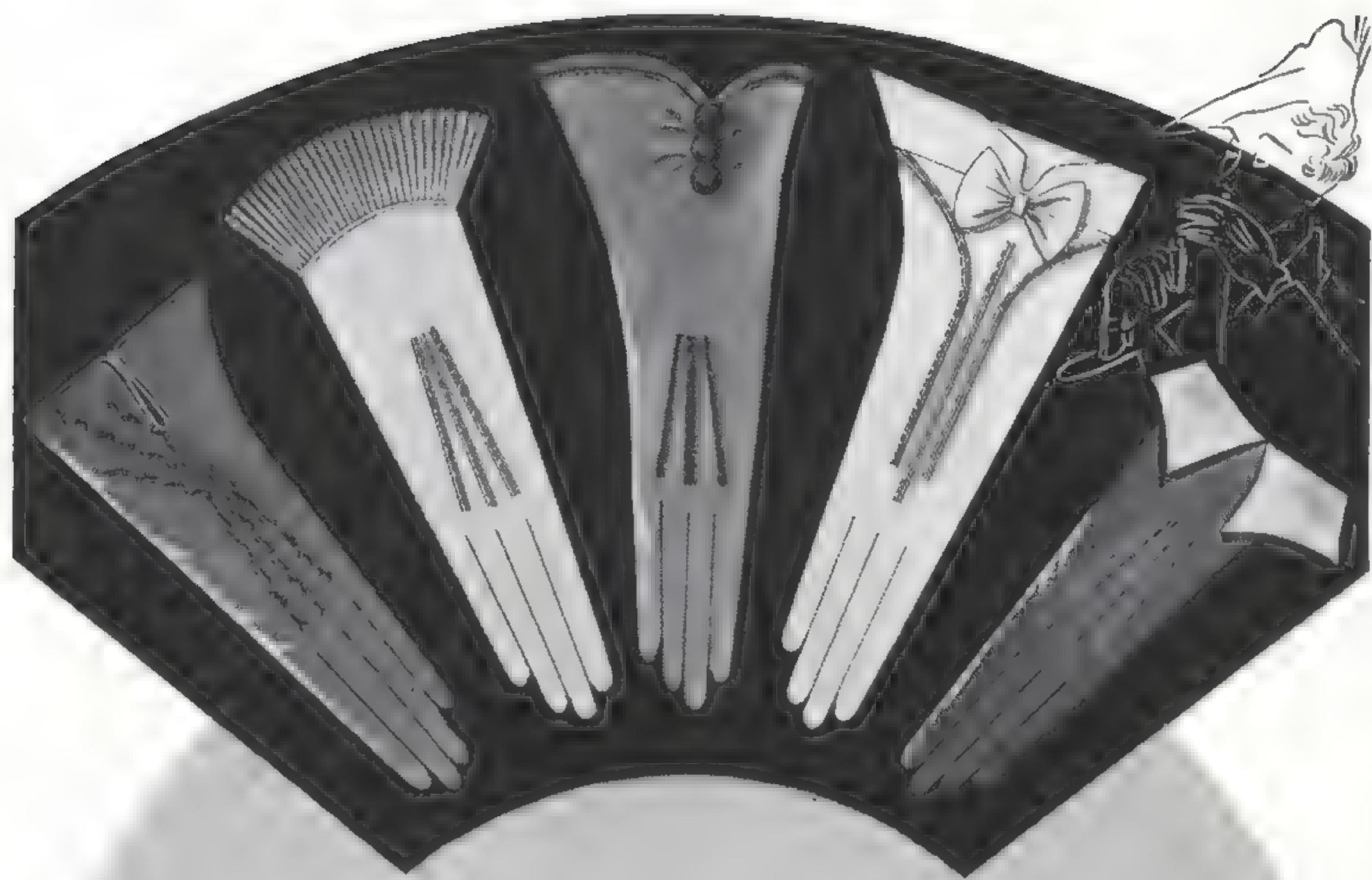
KAREN MORLEY (Samuel Goldwyn Production's "Love Under Fire") is graceful in this Seal dyed Coney truly smart in line and attractiveness. (Right)

Strictly for the miss...chic casual swaggers and Princess models...in the finest selected French Seal*, Kara Seal*, Seal dyed Coney, Mendoza Lapin*, and Mendoza Beaver*...beautifully tailored and lined... sizes 10 to 20, including juniors... originated for Hollywood's style leaders, whose labels they bear.

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JOHANNESBURG, SOUTH AFRICA

(Continued from page 139) In 1814, the English came back, and took the Cape as part of the settlement of the Napoleonic wars. From the first, the English and the Boers were at loggerheads. The Boers resented the imposition of British laws, languages, and ideas. They were not, however, a volatile people, and they did not rush into war. But, as the English spread out, they were gradually pushed further into the interior. They trekked to the north and the east; some settled Natal, others formed the nucleus of the Orange Free State, still others crossed the Vaal River and called their territory the Transvaal. The English, tired at last of pursuing them, left them alone. Again the Boers were happy; again they led the pastoral life they loved.

But, in 1870, diamonds were discovered at Kimberley, and a new era began in South Africa. In 1881, Cecil Rhodes, with a fortune from Kimberley, and a devouring ambition for an all-British Africa, entered the Cape Parliament. In 1886, gold was discovered on a farm on the Witwatersrand—the Boers' "ridges of the white waters"—and Johannesburg was born overnight.

And the old, bitter struggle between English and Boers was renewed—a thousand times intensified.

In 1899, the Boer War broke out, lasted three years, devastated large areas, and ended in the overwhelming defeat of the exhausted Boers. Four years after the end of the Boer War, England gave the Transvaal responsible government. Some people called it generosity; others, clever politics. It had the effect, as nothing else could have had, of ameliorating the old bitterness between Boers and English. It resulted eventually in the consolidation of the Cape Province, Natal, the Orange Free State, and the Transvaal into the Union of South Africa.

To reach Johannesburg to-day by rail from Cape Town, you spend two days passing the tranquil farms and vineyards of the Cape, the lonely reaches of the Karoo Desert, and climbing

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Wurzburg, who, having been duly sworn according to law, deposes and says that he is the Managing Director of Vogue, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of Mar. 3, 1933, embodied in section 537 Postal Laws and Regulations, printed on the reverse of this form, to wit: 1—That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, Condé Nast, Greenwich, Conn.; Editor, Edna Woolman Chase, Greenwich, Conn.; Business Manager, Francis L. Wurzburg, Greenwich, Conn.; 2—That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. 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Y.; Fenner & Beane, 67 Broad Street, New York. 3—That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: The Manufacturers Trust Company, Mortgage, 55 Broad Street, New York. 4—That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him, Francis L. Wurzburg, Business Manager. Sworn to and subscribed before me this 21st day of September, 1936.
(Seal) Elizabeth B. Heidroth, Notary Public.
My Commission expires February, 1937.

JOHANNESBURG, SOUTH AFRICA

to the high, wind-swept veldt of the Transvaal. Your impression is of a country scarcely touched by modern civilization.

Until you are about thirty miles from Johannesburg. Then you begin to pass a curious chain of white mounds, with a futuristic pattern of scaffolding and smoke-stacks etched in black against them. The mounds shine in the sunlight with a glint of silver. They are the waste dumps of the Witwatersrand mines; those incredible mines that extend east and west for a distance of a hundred and thirty miles. The Main Reef motor road, threading its way among these white mounds, is the richest road in the world; and Johannesburg lies at the centre of it.

The business section is laid out in square blocks; winding roads run through the suburbs. A number of Johannesburg's public buildings are ponderous piles of masonry, lacking meaning or grace. In view of this, the homes are surprisingly beautiful. That they should be beautiful is surprising, too, because people seldom live in the same house very long at a time. New suburbs come into being every few years as Johannesburg grows and spreads. Fashionable centres shift from place to place. A section that was aristocratic yesterday is questionable to-day, will be impossible to-morrow. The population is constantly on the move.

An occasional suburb looks as if it had scrambled up one side of a ridge and slid down the other in its haste to find a foothold; and a man can look straight over his neighbour's roof and see, across a stretch of open country, the far-away blue hills of the Magaliesberg Range.

Loveliest of all in the Johannesburg suburbs are the gardens, trailing up and down the hillsides, around sloping green lawns. Every garden is as gala as a fair. Plants mature quickly under the warm South African sun, colours are clear and bold, blooms extraordinarily (Continued on page 142)

SWING NOW TO THE MODERN METHOD
of Beautifying your HAIR through Color

There's a time in the affairs of a woman... and the time may be anytime after 25... when she must arm against "aged" hair. Not with the common veneer of old-fashioned dyes but with MODERN Clairol which takes drab, overbleached, grey-flecked or grey hair and shampoos, reconditions and TINTS it back to youthful glamour in ONE triple-action process. Insist on Clairol at your hairdresser's! Write now for FREE booklet to Clairol, Inc., 132 West 46th Street, New York, N. Y.

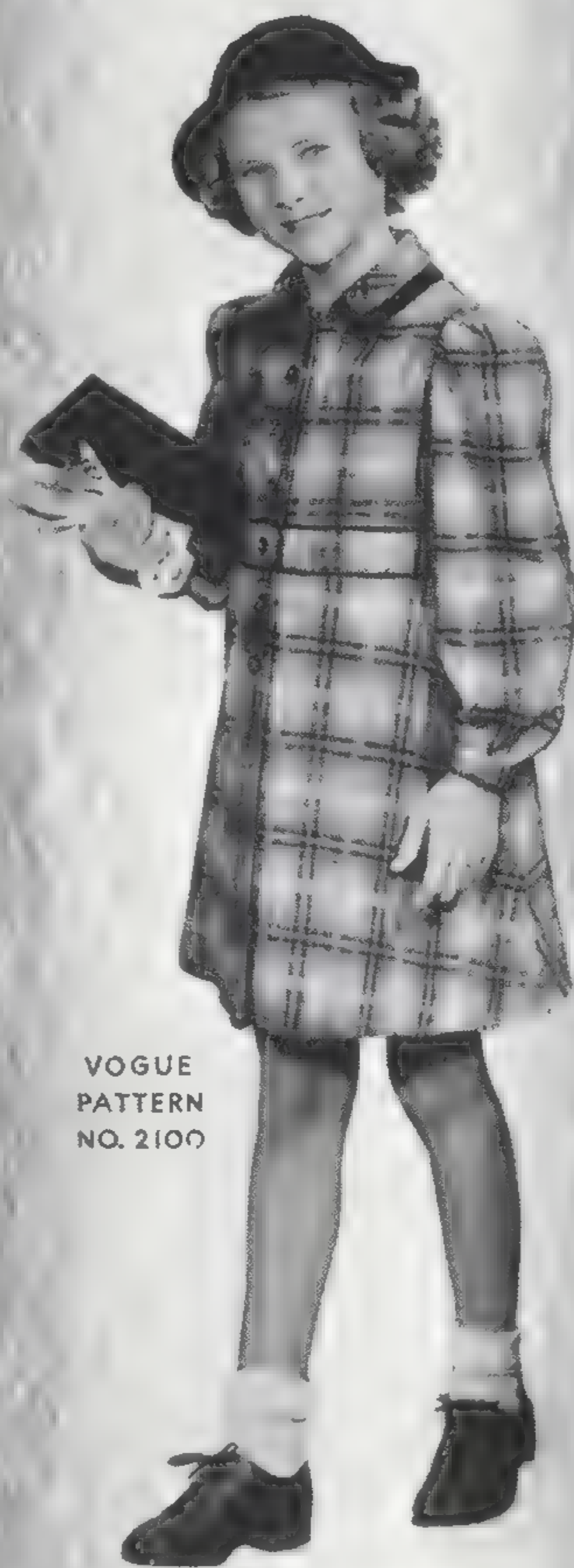
Naturally... with **CLAIROL**



Viyella

presents

KING EDWARD'S TARTAN PLAID



VOGUE
PATTERN
NO. 2100

KING EDWARD'S authentic Scotch plaid gives this young miss just enough inner swagger to win a spelling bee.

Most children love plaids, and mothers, who require washable clothes, adore Viyella Flannel. Soft as lambs' wool, it is easy to make up. Viyella never bunches, puckers or "sits out" in the back.

You can get Viyella in pastels and stripes, as well as plaids. If your favorite department store does not happen to stock it, write direct to—William Hollins & Co., Inc., 450 Seventh Avenue, New York, N. Y.

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washable and colorfast

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and hundreds of representative stores throughout the country.

KAYE KNITTING MILLS
1410 Broadway New York City

JOHANNESBURG, SOUTH AFRICA

(Continued from page 141) large. Vines, shrubs, even trees, bear blossoms: golden-shower, grenadilla, azalea, wisteria, jacaranda, poinsettia, frangipani, pomegranate, gardenia. Everywhere, vivid and insistent, bougainvillea flaunts its masses of purple, magenta, and scarlet. Here it clambers exuberantly over a house as a vine; there it encloses a garden as a gay hedge; there again it fills a corner as a shrub. It is South Africa's most obliging plant.

Dotted around its outskirts, Johannesburg has another sort of suburb. Here, in rusty, corrugated iron lean-tos and crazy shanties of unpainted board, live the dregs of all South Africa; people of every nation and colour, including the poorest of poor whites, who have drifted hopefully to the city of gold, and bogged hopelessly down in its slums.

Strange that a community so rich and so young, a community that fairly bursts with civic pride, that carries on innumerable benevolent works, should have slums. Yet there they are, the draggled, ugly fringe of a bright shawl.

If you go to Johannesburg with one letter of introduction, you will shortly know every one. Johannesburg is used to visitors, and takes them in its stride. You will have a very good time indeed if you can stand a stiff round of luncheons, teas, bridge parties, cocktail parties, dinners, dances, theatres, and moving-picture shows. You can follow almost any sport you like, actively or passively. There is the Turffontein race-track, the Wanderers' Sports Club, the Country Club, the Automobile Club, the Light Plane Club. There is an amazing number of public swimming pools and private tennis-courts. There are greyhound racing, motor-cycle racing, cricket, rugby, soccer, baseball, squash, riding, golf. Parties go out every week-end during the open season for hunting and bird shooting on the veldt. You will be taken to see the great Krüger game reserve, which lies within easy motoring distance.

Johannesburg people claim that their own remarkable energy springs from their climate, which, they go on to tell you, is the finest in the world. They are not far wrong. The seasons are the reverse of ours, of course; temperature varies from an average of 41 in June to 76 in January. There is a seasonal summer rainfall of thirty inches, that takes the form of short, heavy showers. But, between rains, the sky is rarely overcast. Johannesburg is over a mile above sea-level; the nights are always cool.

Which brings us at the end to Johannesburg's essential quality. Perhaps it is the climate, perhaps it is the immediate presence of so much of the vital stuff of wealth. But when the balance-sheet is drawn-up, when everything has been said, both good and bad, this thing stands out: the place is alive. It is alive with an urgent, a rising, a swiftly moving flood of life. It breeds ideas, it breeds action, it breeds excitement. You may not like Johannesburg, but you will never find it dull.

LUCY POPE CULLEN



The Trend is Again to SLALOM SKI WEAR

Restyled to make it as modern and as sparkling as any ski wear you'll see here or abroad.

In fabrics especially chosen to comfort and protect the winter sports addict . . . weatherproofed and of minimum weight.

Ask for Slalom Ski Wear at your favorite shop

Illustrated folder "O" on request

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NEWPORT VERMONT



SCOTTY SLIPPERETTES

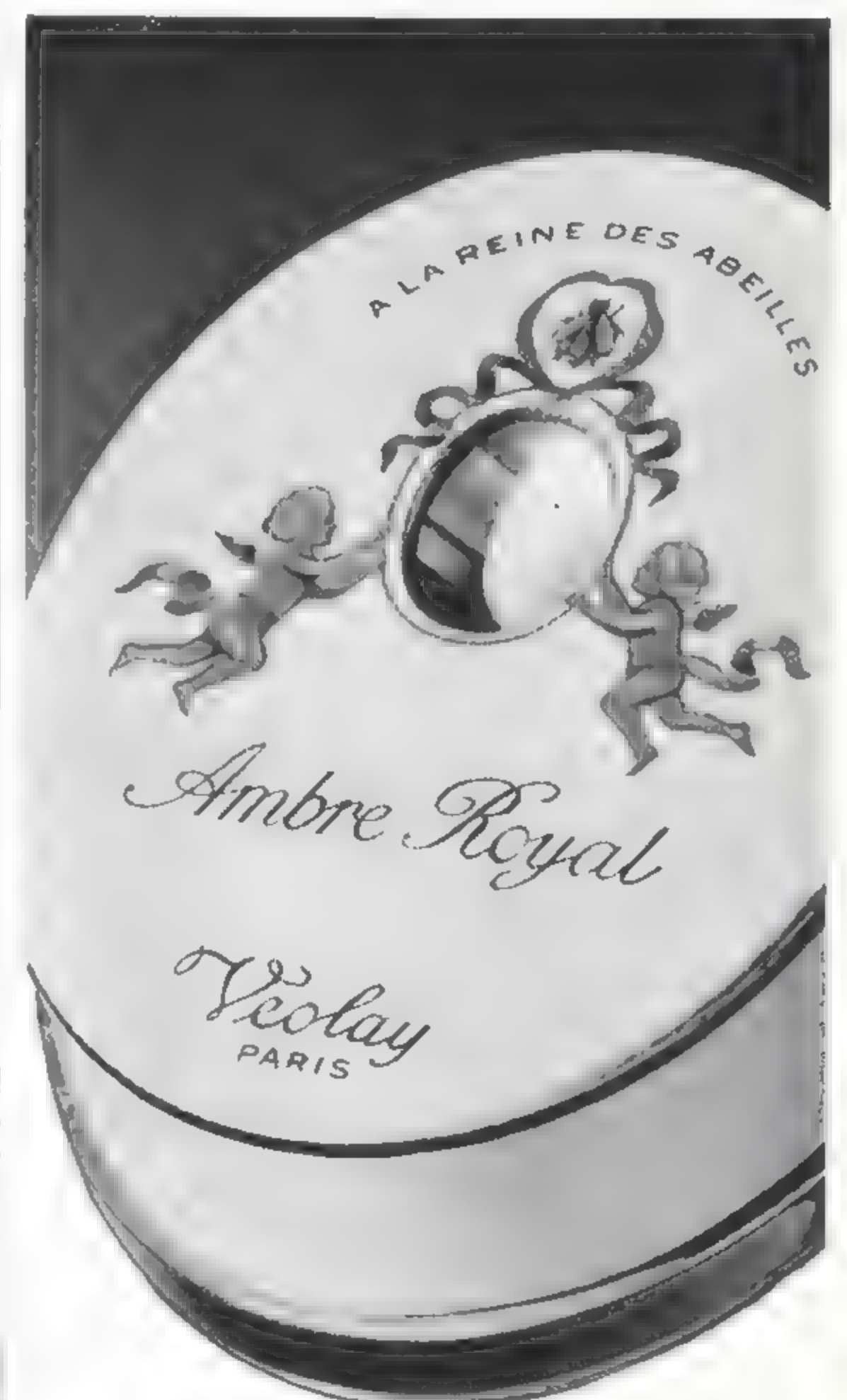
Warm as your Scotty's affection . . . smart as a blue ribbon champion! Scotty Slipperettes hug every contour of your foot—relax aching tiredness—and cling to keep your feet deliciously warm in bed. Ideal for lounging, convalescence and travel. A sure-to-please, sure-to-fit gift. Only one size that s-t-r-e-t-c-h-e-s to fit every foot. At better department stores, or send \$1.25 specifying color: Black, Green, Navy, Rust.

THE SLIPPERETTE CO., Dept. V, 222 W. Adams St., Chicago

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Slipperette

FOR STYLE AND COMFORT

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A FACE POWDER OF
REFINED DELICACY
AND INTRIGUING
FRAGRANCE . . .

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Dry shaving is modern shaving . . . with the ultra-modern MOTOSHAVER for both men and women preferred. Super-speed motor gives clean shave first time—perfect shaving for a lifetime. Self-sharpening, self-cleaning, easy to sterilize. For use on underarms or limbs, a single stroke cleans perfectly. Streamlined design . . . a handsome, practical gift for men or women. On sale at leading stores. If unable to obtain, mail this

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Send me a Motoshaver, postpaid, \$12.50 C.O.D. under guarantee that if not satisfied I can return in 30 days.

Name _____

Address _____

City _____ State _____

FOUR MILLION

(Continued from page 135) literally vanishes without a trace. In black, with pleated red leather upholstery, this phaeton is a pretty enchanting object.

As we go to press, the first word has just come through our private grape-vine telegraph about the new Ford. Everything is going to be Different. Your 1937 Ford V-8 is going to be bigger, wider, roomier, with a swift, sculptural flow of line along its new stream-lined body. The body's going to be even more stalwart, more invincible, this year, what with an all-steel structure—steel roof, steel floor, steel everything. The radiator design is much more modern, cut back somewhat like the Lincoln Zephyr's. And that isn't all. The ultimate, the final touch has yet to come. The head-lamps are recessed in the front fenders. . . . But no matter how big or how magnificent they've made it—even if they've turned it out in iridium this year—we know that it'll still have its own individual and strangely appealing quality; its unique, inexplicable knack of becoming a companion as well as a means of transportation.

We couldn't concentrate on the new Pierce-Arrow cars, beautiful as they doubtless were. All we could do was to walk round and round the enchanting trailer that the Pierce-Arrow people are putting out this year, sobbing softly at the way the sofas turned into double beds, opening and shutting the little built-in cupboards, and breaking down completely when we came to the stove. . . . It's like a modern apartment, rather small, perhaps, but incredibly convenient; only, instead of staying eternally rooted in a city apartment-house, it will trundle off at an instant's notice, over the hills and far away, wherever the fancy takes you. You could park under the pine-trees at Aiken for the hunting; then under the palm-trees in Florida; then, perhaps, by a mountain lake for the fishing; and end up on a coral strand by the sea—any sea. Or never end up at all.

Choosing a School?

• Vogue's School Bureau furnishes information and impartial advice about schools all over the United States and in Europe. If you would like to tell us your problem via these questions (confidential), we will gladly give you our help.

My name _____

Address _____

Child _____ Boy _____ Girl _____ Age _____

Type of school preferred _____ Size _____

Religious affiliation _____

Locality _____

Proposed entrance date _____

Approximate tuition _____

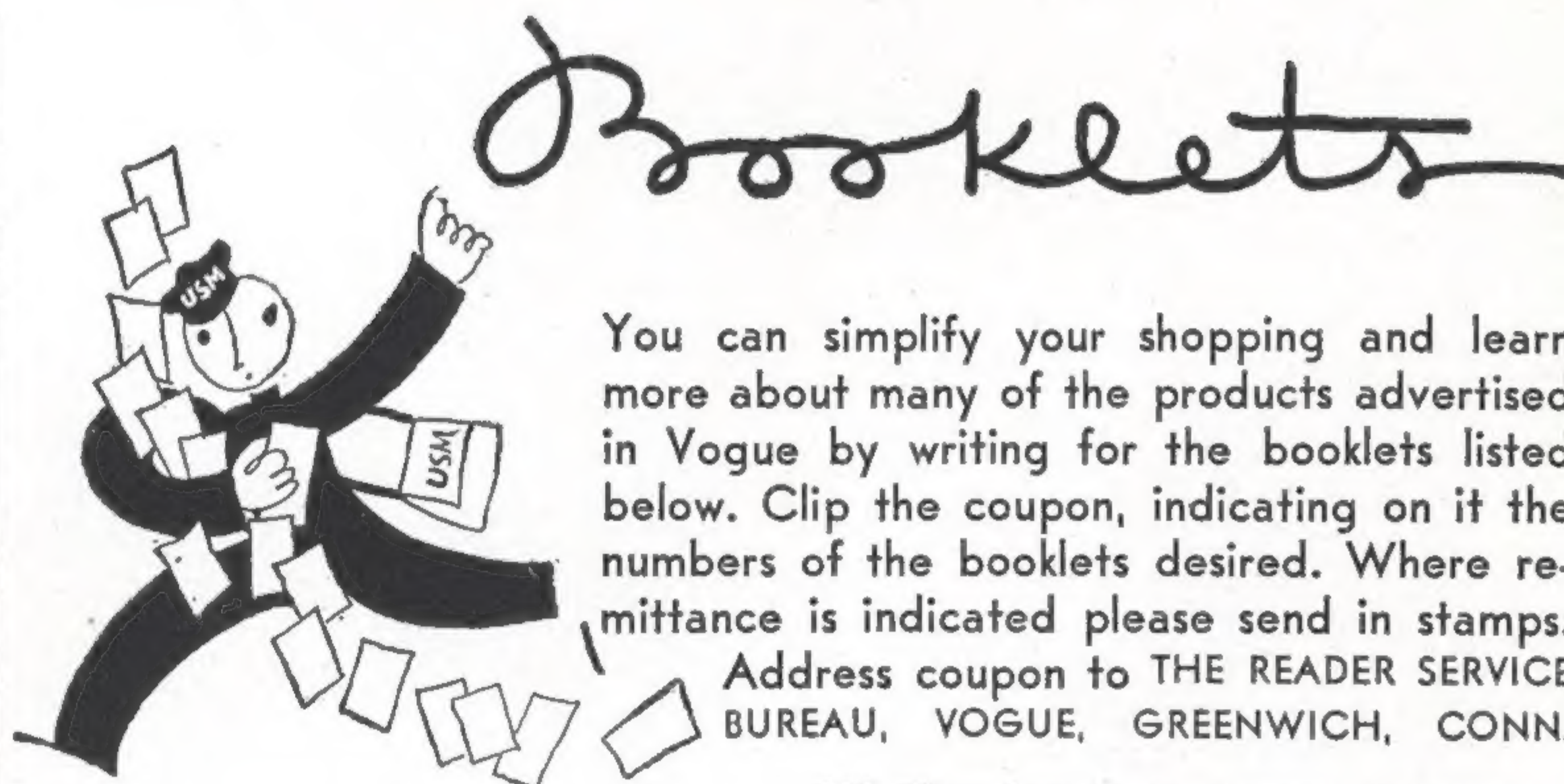
Former school attended _____

Special facts about child or school _____

VOGUE'S SCHOOL BUREAU

1928 GRAYBAR BUILDING, NEW YORK CITY

Telephone: MOhawk 4-7500



You can simplify your shopping and learn more about many of the products advertised in Vogue by writing for the booklets listed below. Clip the coupon, indicating on it the numbers of the booklets desired. Where remittance is indicated please send in stamps. Address coupon to THE READER SERVICE BUREAU, VOGUE, GREENWICH, CONN.

For your Vanity

914. "WINNING WAYS WITH PERFUME" tells you how to choose your perfume wisely—and how to use it wisely! This new booklet describes the famous Coty fragrances and gives you some "Do's and Don'ts" in using perfume. A copy of this booklet will be sent to you free. COTY.

915. KEEP YOUR CHIN LINE YOUNG! A new Primrose House leaflet gives treatments for crepey throat and neck and for a flabby chin. This little leaflet gives a description of the Primrose House chin strap—telling you how to adjust it and when to wear it. Copy of this booklet will be sent to you free. PRIMROSE HOUSE.

916. BAD SCALP? DULL HAIR? Ogilvie Sisters have a booklet that suggests helpful treatments for your hair. Remedies for various scalp conditions are given in this guidebook that will be sent to you free. OGILVIE SISTERS.

917. PHILLIPS' MILK OF MAGNESIA BEAUTY CREAMS. Trial jars of the new Milk of Magnesia texture cream and cleansing cream will be sent to you free of charge. THE PHILLIPS COMPANY.

918. "ANY WOMAN CAN LOOK LOVELIER" is Barbara Gould's new beauty booklet. This simple method of caring for the skin is based on four ages of beauty with a different treatment for each age—the 'teens, twenties, thirties and forties. Special treatments are recommended for specific skin conditions. This new booklet will be sent free, on request. BARBARA GOULD.

919. ROYAL FORMULAE. Imperial Formula cosmetics were originally created for the former Imperial family of Russia. These fine preparations are described in a beautiful little booklet that will be sent to you free, on request. IMPERIAL SALONS, LTD.

For your Household

920. McCUTCHEON'S will send you an attractive booklet showing many of their new designs in linens for the home, fine laces and gadgets, as well as lingerie and fabrics. JAMES McCUTCHEON AND COMPANY.

921. WINES—HOW, WHEN AND WHAT TO SERVE—are discussed in an informative little book that will be sent to you free, on request. SCHENLEY IMPORT CORPORATION.

922. CLOCKS FOR YOUR HOME are illustrated in a new Seth Thomas booklet that will be sent to you free. From decorative and utilitarian viewpoints, these clocks are valuable—their reputation for accuracy and dependability has been maintained for more than a century, and excellent designs in the finest woods and metals are executed to harmonize with your home. SETH THOMAS.

(As the supply of many of these booklets is limited, we can not guarantee to fill inquiries received later than two months after appearance of the announcement.)

VOGUE READER SERVICE BUREAU • GREENWICH, CONNECTICUT

Please have sent to me the booklets numbered _____

NAME _____

ADDRESS _____

For your Wardrobe

923. WISS SHEARS AND SCISSORS, including that valuable addition to your sewing equipment, pinking shears, are described and illustrated in a booklet that will be sent to you free, on request. J. WISS & SONS COMPANY.

924. "THE CORSET THAT'S DIFFERENT" is Warner Brothers new booklet that describes the "Half-Size" Le Gant corset and many other Le Gant designs. You may receive a copy of this booklet free. THE WARNER BROTHERS COMPANY.

925. FASHION AND FIT BY FOOT SAVER is a new Fall booklet that describes the "Short-back" Last and illustrates a number of new Foot Saver shoes. JULIAN AND KOKENGE COMPANY.

926. PROLONGING THE LIFE OF STOCKINGS is the subject of a new Berkshire booklet that advises you to choose correct stockings and tells you the proper way to put them on and how to launder them! A copy of this booklet will be sent to you free. BERKSHIRE.

927. THE PERFECT SILHOUETTE is an interesting booklet that tells you how to improve your figure. Excellent exercises, diet suggestions and notes on correct posture make this booklet especially applicable for use at home. And there are illustrations of many Sil-O-Ette undergarments. Free, on request. SIL-O-ETTE UNDERWEAR CORPORATION.

For your Travels

928. THREE COCKTAIL DRESSES are illustrated in Mode of the Moment's new leaflet. A copy of this will be sent to you free on request. MODE OF THE MOMENT.

929. ITALY? Informative literature on tourist checks and free circulation railroad tickets will be sent to you free by the ITALIAN TOURIST INFORMATION OFFICE.

930. SOUTHERN CALIFORNIA VACATION? A free booklet with complete details (including costs) of a Southern California vacation will be sent to you, on request. You may also receive an Official California Picture Map. ALL-YEAR CLUB OF SOUTHERN CALIFORNIA.

931. "TRAVELER TO SOUTH AMERICA" is the Grace Line's folder that gives you all the information on cruises to South America—what you'll see on the cruise, sailing dates, clothes, hotels, and registration. A copy will be sent to you free by THE GRACE LINE.

932. TO OR FROM CALIFORNIA? Panama Pacific's "Big 3" tours to or from California now stop at Acapulco, Mexico! A booklet telling you all about these tours will be sent to you free, on request. PANAMA PACIFIC LINE.

Vogue's

second

PRIX *de* PARIS

To Every College Senior

We were a little tardy in getting information about Vogue's Second Prix de Paris to women's colleges all over the country. Therefore, we are reprinting on this page the first quiz that was published in the November 1 issue of Vogue and extending the closing date for entries until November 30. (Each succeeding quiz, however, must be mailed by the twentieth of the month, as given in the rules). This quiz must be cut from the pages of Vogue, or be copied exactly, and sent in with your answers. The same regulation holds true for the remaining five quizzes and sets of answers.

Here, too, are the rules of the contest and the entrance blank, which must be filled out and attached to your first group of answers, if you are to be duly entered as a bona-fide contestant.

The quiz below is based on the October 1 and October 15 issues of Vogue. If you haven't these copies, if your roommate won't give up hers, or you can't find them on a local news-stand, you may get them by writing direct to Vogue's Prix de Paris, 420 Lexington Avenue, New York City, and we will send them on to you, post-haste. But whatever you do, get these issues, study them, and sit down to answer the quiz with everything you've got!

Quiz Number One

- 1 Write an additional paragraph that could be added to those under the title "Danger Ahead!", on page 65 of the October 15 issue.
- 2 Write new titles for the two double-spreads on pages 94 and 95, and 96 and 97, of the October 15 issue, using approximately the same number of letters as in the published titles.
- 3 Assemble the significant points about hats for autumn in a two-hundred-word article similar to the one called "Coats Flare Forth" on page 114 of the October 15 issue.
- 4 Suggest a new way of presenting accessories so that the reader would visualize them clearly and learn from the pages when and with what to wear them.
- 5 Considering the clothes, mannequin, and picture, which photograph in the two October issues do you consider the best, and why?
- 6 Add a question and its correct answer to the bridal questionnaire on page 89 of the October 1 issue.

Don't forget to attach this page, or a typed copy of the questions on it, to your answers when you mail them in. And if you have any questions about the contest, write to Vogue's Prix de Paris, 420 Lexington Avenue, New York City.

Contest Regulations

- 1 Each entrant must be a member of the class of 1937 in a U. S. college or university granting a recognized A.B. degree.

- 2 The contest will consist of two parts: first, a series of six quizzes to be answered by the entrants and graded by the judges as any college test paper would be graded; and, second, a thesis on a general fashion subject.
- 3 Each entrant must fill out an entrance blank. These blanks must be mailed with the answers to the first quiz.
- 4 The first quiz of the series has been published in the November 1 issue of Vogue, and the succeeding ones will appear in December 1, January 1, February 1, March 1, and April 1 Vogue.
- 5 Each quiz will be made up of from 5 to 10 questions, which will range in subject from definite fashion points, which any one who has made a careful study of her copy of Vogue can answer, to "idea" questions covering the fashion field.
- 6 Papers will be graded on the following: (a) Recognition and judgment of fashion values drawn from the two preceding issues of Vogue; (b) Initiative and imagination in presentation of fashion; (c) Ability to write clearly and vividly.
- 7 Answers to each test must be mailed on the twentieth of the month on which the test appears and must bear a postmark of not later than midnight of the twentieth of the month.
- 8 Entrants must send answers to all six quizzes in order to be eligible for a prize. Although Vogue will regret having to disqualify a girl who misses a test through no fault of her own, this regulation is essential to absolute fairness.
- 9 Subjects for the thesis will be announced January 1. Theses must not exceed 1,500 words in length and are due on April 20, 1937. No late theses will be considered.
- 10 All test papers and theses must be typed.
- 11 The judges of the contest will be the Editors of Vogue, and their decision will be final in all cases.
- 12 The winners of the contest will be announced about May 20, 1937. The girl selected by the Editors, on the basis of her best answers and thesis, as having the most outstanding fashion ability will join Vogue's staff for the following year. At least six months of her time will be spent in the Paris office. She will be paid an adequate salary plus her expenses to and from Paris. The winner of second place will be employed on a salary basis for six months in Vogue's New York office.

ENTRANCE BLANK

Please enroll my name as an entrant in Vogue's *Prix de Paris*.

Name _____

Home Address _____

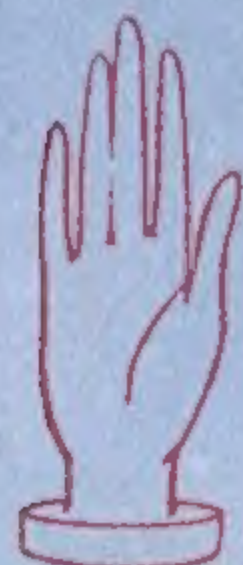
I am a member of the class of 1937 of _____

College or
University

My college address is _____

Poise

**IS IN YOUR
HANDS**



Watch people's hands . . . Watch a competent actress in the theatre or on the screen. Notice how the poise of her every movement is reflected in the grace and beauty of her hands. Notice the expressions of her hands—as delicate and meaningful as the expressions of her face.

Watch your own hands. Stop now and then, and notice how they behave. Are they as graceful . . . as full of confidence—as those of your favorite actress? Or—are your hands self-conscious, somewhat awkward?

Uncomfortable hands have little charm. When your hands are rough and the skin uneven, your whole personality is at a disadvantage. Your hands must *feel right to you* before they can look right to others, before they can appear graceful on all occasions.

Use Frostilla regularly for a week or so. Notice how much more *comfortable* your hands become. And with that comfort you will find a greater degree of confidence and poise than you have ever known before.

☆ ☆ ☆

Frostilla is the perfect skin lotion . . . For over 60 years it has been recognized as the first and basic requirement to skin loveliness by all women who insist on the best for their skins.

Frostilla stands apart from other lotions and creams because it does two things. First, it makes the skin smooth, attractive to the touch and delicately fragrant. Second, it imparts to the skin



the resiliency that is essential, if the skin is to maintain a youthful appearance.

Nowhere can you find such quality in a lotion or cream at any price. Fourteen exquisite flowers from Southern France contribute their perfume to Frostilla Lotion. This essence alone would make a perfume as expensive as anything you can buy from the world's leading perfumers. Another ingredient is selected from certain trees found in the Ural Mountains of Russia. No place is too distant, no care too great to bring to Frostilla the qualities that make it the soothing lotion that protects and conditions the skin.

Make these two tests and you will never be satisfied with anything less than Frostilla.

Test No. 1. Take your most expensive perfume, a bottle of Frostilla and any other lotion or cream . . . Then, after smelling your favorite perfume as a standard of fragrance, smell the other two. You will quickly discard all other lotions and creams in favor of Frostilla Fragrant Lotion. Its quality is instantly apparent.

Test No. 2. Dip a toothpick in Frostilla and another one in any other cream or lotion . . . Let them dry! Then slip your fingers along the toothpicks. You will find that Frostilla leaves no gummy or soapy residue. Frostilla does not "coat" the skin. It is a true skin conditioner.

35c, 50c and \$1.00 sizes everywhere.
Travel size at better ten-cent stores.

*The Frostilla bottle (35c and 50c sizes)
fits most standard wall dispensers*



[Margery Wilson, International
Authority on Charm and Poise]



A gift for
**FROSTILLA'S
FRIENDS**

What do you do with your little finger when you pick up a glass or cup? How do you hold a cigarette? Pick up cards? Shake hands? Margery Wilson gives the authoritative answers to these and other questions in an illustrated booklet on how to use your hands correctly. Although this booklet is priced at 50c, we have arranged to present it *without charge* to Frostilla users in the United States and Canada until May 30, 1937. Just mail the front of a 35c, 50c or \$1.00 Frostilla Fragrant Lotion carton (or two fronts from 10c sizes) with your name and address and your FREE copy will be forwarded postpaid. Address "Frostilla," 435 Gray Street, Elmira, N. Y.



*Scented
with a lovely
bouquet perfume*

Alcohol 15%

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★ *Fragrant Lotion* ★

PRIZE-WINNER

Girl . . Dog . . Cigarette—Lucky Strike, of course. For "It's Toasted," a process which is private and exclusive with Lucky Strike Cigarettes, allows delicate throats the full, abiding enjoyment of rich, ripe-bodied tobacco. "Toasting" removes certain harsh irritants present in even the finest tobaccos in their natural state. "Toasting" is *your* throat protection against irritation—against cough. So, for your throat's sake, smoke Luckies.



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Luckies—a light smoke
OF RICH, RIPE-BODIED TOBACCO — "IT'S TOASTED"